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SAN FRANCISCO NEIGHBORHOOD PROFILES

SAN FRANCISCO PLANNING DEPARTMENT
1997



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SAN FRANCISCO NEIGHBORHOOD PROFILES

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INTRODUCTION

This report describes population, labor force, zoning, land and property values, housing costs and densities, and business patterns and jobs in San Francisco's neighborhoods. For the purposes of this report, the city is divided into sixteen neighborhoods which define the structure of the report based on a profile per neighborhood (map on page vii). Each profile provides a comprehensive look at a distinct area within the city.

These data describe each neighborhood's resources as well as its contribution to the local economy. The profiles provide basic information for assessing the needs of a community, its strengths and deficiencies, and developing plans and programs to enhance the economic vitality of San Francisco's neighborhoods. The profiles will therefore be useful for many different organizations throughout the city including community development organizations, various government agencies, and neighborhood associations. Local businesses and merchant associations will also find these useful to better understand the dynamics of their surrounding communities.

The neighborhood profiles are a complement to the annual San Francisco Planning Department Commerce and Industry Inventory. While the Commerce and Industry Inventory provides some information for eleven districts comprised of zip code areas, it predominantly focuses on citywide data. Instead the purpose of this report is to provide basic information covering sixteen neighborhoods. These neighborhoods are either the same as or contained within the eleven districts in the Commerce and Industry Inventory. These profiles may also be used in conjunction with a second Planning Department publication, entitled "Business Revenues By Location", mapping concentrations of business gross receipts for major economic activities in San Francisco. Collectively, all of these reports provide information for the continuing work on the update of the Commerce and Industry Element of the General Plan.

While there are certain limitations within the information provided here, these profiles are the only comprehensive portrait of San Francisco's neighborhoods. There is very little information available at the San Francisco neighborhood level. Therefore, this report represents a special effort on the part of the Planning Department to provide the public with such valuable and unique information.

Definition of Neighborhoods

The division of neighborhoods, as mentioned above, is based on postal zip codes which are the smallest geographic unit for which much of the economic information is available. To the extent possible, population, community organization, and spatial cohesiveness have been reflected in the groupings of the zip codes. However, even within relatively small areas, San Francisco is a very diverse place. Two of the sixteen areas, Marina/Fillmore and Van/Ness Western Addition encompass very different communities which happen to fall within the same zip codes. The primary consideration in selecting the boundaries was to allow users to review population and land use characteristics as well as economic trends for each neighborhood area.

How the Profiles Are Organized

The indicators used in the profiles are divided into three sections (Population and Work Force, Land Use, Construction, Housing Costs and Densities, and Business Patterns and Jobs) which are defined in detail on page iii.

The Section on Population and Work Force contains tables on population, labor force, unemployment, and income by racial categories. It also includes tables on education, residents' occupations, and residents' industry of employment. Comparisons to Citywide patterns are provided on most of the tables. They may also be compared to the Citywide Profile on page 0.1.

The second section on Land Use, Construction, Housing Costs and Densities provides a more geographic description of a neighborhood. It includes tables describing land area, proportion of land used for open space, land use, as and property values. There is a table summarizing building permit applications by type of project. Finally, the housing tables describe vacancy and rental prices. Again, all the tables provide Citywide comparisons.

The section on Business Patterns and Jobs describes the economic vitality of the area. The tables cover types of business establishment, number of workers per business, gross receipts by business types and the average receipts per worker. As in the other sections, Citywide comparisons are included.

Data Sources

All population and workforce data is from the 1990 U.S. census.

Land use area and property value information is from the San Francisco Assessor's Office for 1996. Construction activity information is provided by the Department of Building Inspection for 1995. Housing indicators and median rental costs are from the 1990 U.S. census data. In addition, we have provided information about average rental costs in 1989 and estimated amounts for 1995 as indicated by Planning Department housing surveys.

Establishments and business gross receipts figures are provided by the San Francisco Office of the Tax Collector for 1995. These include all businesses except banks and insurance companies as they are exempt from filing local taxes. Therefore, the figures in the "Office" land use activity are underestimated for all districts. Employment levels broken down by land use activity are from the Employment Development Department for 1995 and County Business Patterns for 1993. Government agencies, including public schools, have not been included in any of the economic section because they do not file taxes, nor are they included in County Business Patterns employment data. The data on jobs in each district broken down by race is from the 1990 U.S. census.

We have provided the most recent economic data available. There is sometimes more recent economic data available at the citywide level, but it is not possible to accurately extrapolate that data down to the neighborhood level.

DEFINITIONS

INDICATOR DEFINITION

Population and Workforce:

Population	Number of people who had their primary residence in a specified area in 1990.
Labor Force	Number of people, 16 years old and over, employed or unemployed, but actively looking for work. Excludes members of the armed forces.
Unemployment	Number of people, 16 years old and over, unemployed but actively looking for work during the last four weeks, and willing to accept a job, or waiting to be called back to a job from which they have been laid off. This does not include people unemployed, but no longer looking for work, nor full-time students.
Education	The highest level of school completed or degree achieved.
Income	Median gross yearly wage or salary income, self-employment income, interests or dividends, social security income, public assistance income, retirement or disability income. The percentage figure is the percentage that each ethnicity earns proportional to the amount that ethnicity earns citywide. For example, African-Americans in the South Bayshore district earn a median income of \$21,647 which is 99% of the median that African-Americans earn citywide (\$21,857).
Residents' Occupation	Self-described occupation of employed persons, 16 years old and older, regardless of their industry of employment..
Residents' Industry	Self-described industry of employment of employed persons, 16 years old and older, regardless of their occupations.

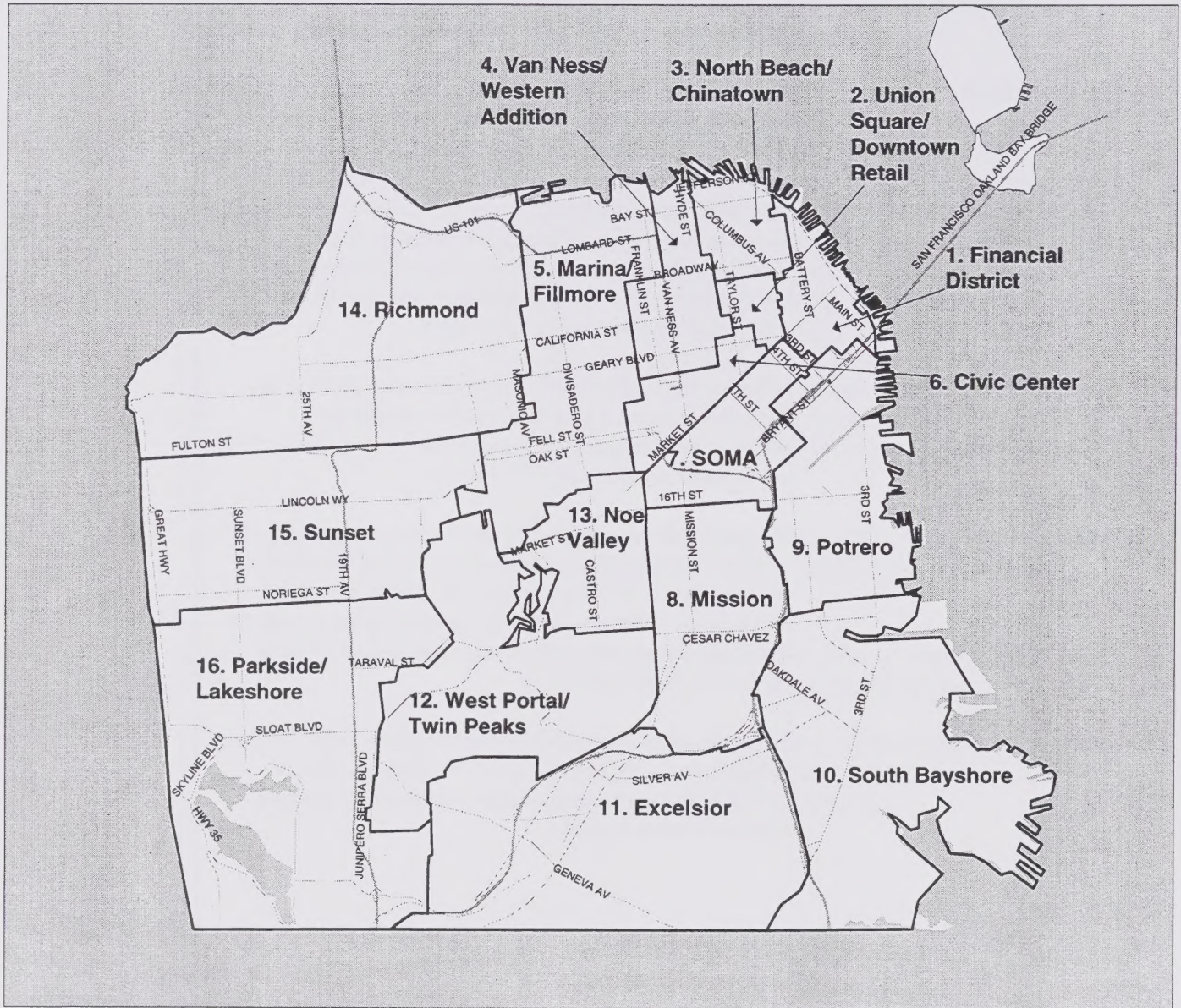
Land Use, Construction, and Housing Costs and Density:

Gross Land Area	Total land area includes parcels, open space, sidewalks, and streets.
Open Space Land Area	Total open space area includes public parks and plazas. It does not include land at beaches.
Net Land Area	Total net area includes only parcels.
Land Use	This indicates the general land uses in each district. It matches the type of economic activity with a corresponding building structure, as well as the prevalent land use pattern. The categories are Office, Retail, Industrial, Cultural/Institutional, Hotel, Residential, and Public, Vacant, and Other. Some land uses are often paired with a second land use, indicating a mixed use area. Cultural/Institutional includes entertainment, artistic, health, and educational establishments. Public includes government institutions, public educational facilities, and public parks. Vacant includes all public and privately owned lots which are not currently being utilized.
Property Values	County assessed dollar value which includes the land, building, basement, and any permanent fixtures on the building.
Construction Activity	All building permit applications and associated costs for new construction, demolition, and remodeling filed in 1995.
Rental Costs	Median and/or average rental costs for a housing unit. These figures do not disaggregate rental costs by size of unit, number of bedrooms, or building type.

Business Patterns and Jobs:

Worker Spatial Density	Number of workers per thousand square foot of non-residential net land area, which includes land areas zoned Public (including open spaces), Industrial, Commercial, Neighborhood-Commercial, and Residential-Commercial mixed. It does not include the land area of city streets.
Establishments	All locations where business is conducted or where services or industrial operations are performed. A single company or owner may conduct operations or services at multiple locations, all of which are included. Not included in these figures are establishments that are exempt from paying local business taxes, such as banks, insurance companies, government agencies, various non-profit organizations, businesses earning less than \$2,500 a year, and those businesses that have failed to file taxes.
Gross Receipts	Gross receipts reported to the San Francisco Office of the Tax Collector of all businesses that are reported as establishments as outlined above. Dollar values are reported in thousands of 1995 constant dollars.
Employment	All civilian payroll workers, 16 years old and older, at all establishments, excluding government establishments. This includes banks, insurance companies, and non-profit organizations. This does not include self-employed persons, unpaid family workers, domestics, volunteers, or persons involved in trade disputes.
Jobs by Race	Includes all payroll and self-employed workers in all establishments in San Francisco. This does not include unpaid family workers, domestics, volunteers, or persons involved in trade disputes.

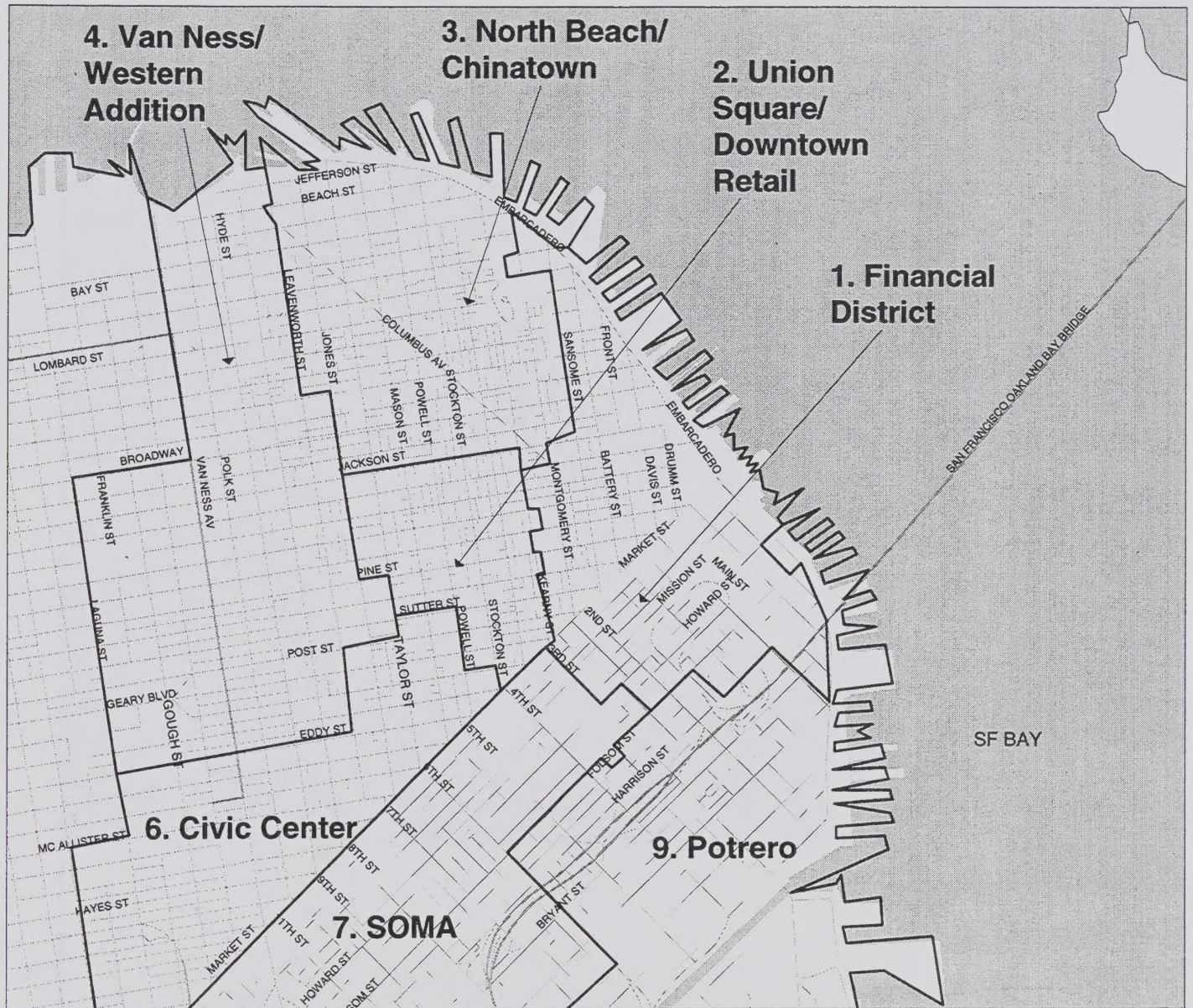
San Francisco Neighborhood Boundry Map



Source: San Francisco Planning Department



San Francisco Neighborhood Boundry Map



Source: San Francisco Planning Department



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Population and Work Force: The People

Nearly 724,000 people live in San Francisco. These residents are white (47%), Asian/Pacific Islander (29%), Hispanic (13%), African-American (11%), and Other (0.6%). Forty percent of residents have an education level of high school or less, with 35% holding a bachelor's or advanced degree. The overall unemployment rate is 6.3%; African-Americans have the highest rate (13.5%) and whites the lowest (4.5%). Median income is \$33,413. The most common occupation groups are professional specialty (19%); administrative support (18%); executive, administrative and managerial (16%); service (13%); and sales (12%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land use as measured by total building area is residential (63%); office is the next most common (16%). Property values on average per square foot are highest for cultural/institutional (\$114); hotel (\$106); office (\$106); and residential (\$92). More residents rent (65%) than own (35%). Median rent (in 1990 dollars) is \$662. 1995 estimated market rate rent is \$983. Housing unit density is 11 units per acre with 2.2 persons per housing unit.

Business Patterns and Jobs: Economic Vitality

Nearly 489,000 people work in San Francisco. Office (39%), retail (36%), and industrial (16%) establishments predominate. The sectors with the greatest number of employees are office (36%), industrial (23%), retail (19%), and cultural/institutional (18%). Most employees fall into either the "other" race (23%) or white (57%) category.

Gross receipts are generated mainly by office (40%), retail (28%), and industrial (22%) uses.

Average receipts by establishment are led by hotel (\$1,912,000) and office (\$702,000).

Average receipts per worker are highest for retail (\$84,000) and office (\$63,000).

San Francisco Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: City residents)

TOTAL	723,959	100.00%
White	338,917	46.81%
African-American	76,944	10.63%
Asian/Pacific Islander	207,457	28.66%
Hispanic *	96,640	13.35%
Other	4,001	0.55%

Labor Force, 1990:

(Universe: City residents, 16 and over)

TOTAL	412,342	100.00%
White	241,213	58.50%
African-American	34,810	8.44%
Asian/Pacific Islander	110,488	26.80%
Hispanic Origin **	52,918	12.83%
Other	25,831	6.26%
City residents who work in the city	293,209	71.11%

Unemployment, 1990:

(Universe: City residents within each ethnicity, 16 and over)

TOTAL	6.30%
White	4.90%
African-American	13.50%
Asian/Pacific Islander	6.10%
Hispanic Origin **	8.90%

Education, 1990:

(Universe: City residents, 25 and over)

High school or less	40.19%
Some college, no degree	18.56%
Assoc. degree	6.21%
Bachelors	22.08%
Grad/Professional degree	12.96%

Income - in 1990 dollars:

(Universe: City household income within each ethnicity)

	Median
ALL RACES	\$33,413
White	\$36,146
African-American	\$21,857
Asian/Pacific Islander	\$33,146
Hispanic Origin **	\$30,034
Other	\$29,654

* Hispanic is considered as distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: City residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	386,522	100.00%
Executive, administrative & managerial	61,982	16.04%
Professional specialty	71,959	18.62%
Technician & related support	14,783	3.82%
Sales	46,066	11.92%
Administrative support	70,195	18.16%
Private Household	3,210	0.83%
Protective Service	5,481	1.42%
Service, excluding private & protective	51,895	13.43%
Farming, forestry, & fishing	1,868	0.48%
Precision production, craft & repair	24,535	6.35%
Machine operators, assemblers & inspectors	15,663	4.05%
Transportation & material moving	9,087	2.35%
Handlers, equipment cleaners, helpers & laborers	9,798	2.53%

Industry	All races	Percentage of Total
TOTAL	386,525	100.00%
Agriculture, forestry & fisheries	2,328	0.60%
Mining	562	0.15%
Construction	16,620	4.30%
Manufacturing, nondurable goods	23,280	6.02%
Manufacturing, durable goods	12,468	3.23%
Transportation	21,822	5.65%
Communications & public utilities	9,596	2.48%
Wholesale trade	13,909	3.60%
Retail trade	67,076	17.35%
FIRE	41,617	10.77%
Business and repair services	27,292	7.06%
Personal services	21,509	5.56%
Entertainment & rec services	7,822	2.02%
Health services	32,859	8.50%
Education services	24,853	6.43%
Other professional services	47,661	12.33%
Public administration	15,251	3.95%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: City)*

Total Gross Land Area: 1,302 million square feet

Total Open Space: 239 million square feet 18.39% of the city's total gross land

Land Use and Land Area, 1996:*(Universe: City)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	648,812	100.00%	509,450,527	100.00%
Office	14,354	2.21%	79,105,529	15.53%
Office/Retail	8	0.00%	18,872	0.00%
Office/Industrial	19	0.00%	179,668	0.04%
Retail	27,012	4.16%	30,723,932	6.03%
Industrial	56,285	8.68%	22,781,335	4.47%
Cultural/Institutional	42,325	6.52%	11,448,881	2.25%
Hotel	5,220	0.80%	23,965,022	4.70%
Residential	360,824	55.61%	322,845,374	63.37%
Residential/Office	25	0.00%	2,496,135	0.49%
Residential/Retail	8,644	1.33%	13,850,424	2.72%
Public, Vacant, & Other	134,097	20.67%	2,035,355	0.40%

Property Values - in 1996 dollars:*(Universe: City)*

General Zoning Types	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area
TOTAL	\$47,283,156,592	\$93
Office	\$8,346,500,712	\$106
Office/Retail	\$1,119,968	\$59
Office/Industrial	\$9,233,554	\$51
Retail	\$2,966,056,892	\$97
Industrial	\$1,314,266,971	\$58
Cultural/Institutional	\$1,306,794,738	\$114
Hotel	\$2,547,541,654	\$106
Residential	\$29,553,136,082	\$92
Residential/Office	\$46,443,961	\$19
Residential/Retail	\$1,192,062,060	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Total Costs	Average Cost of Building Permit Applications
TOTAL	20,726	\$645,436	\$31
Office	2,455	\$160,379	\$65
Retail	1,949	\$92,529	\$47
Industrial	247	\$13,628	\$55
Cult/Inst	504	\$81,928	\$163
Hotel	115	\$16,150	\$140
Residential	15,434	\$280,659	\$18
Other	22	\$163	\$7
Completed	6,725	\$78,052	\$12

Housing, 1990:*(Universe: City Housing Units)*

	Number of Units	Percentage Citywide
TOTAL	328,471	100.00%
Occupied	305,584	93.03%
Vacant	22,887	6.97%
Owner-occupied	105,514	34.53%
Renter-occupied	200,070	65.47%

Housing Density, 1990:*(Universe: City residents)*

Housing Units	328,471
Housing Units per Acre	10.99
Persons per Housing Unit	2.20

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

Total Rent	Number of Units	Percentage Citywide
TOTAL	199,605	100.00%
Less than \$100	793	0.40%
\$100 to \$199	9,757	4.89%
\$200 to \$299	9,732	4.88%
\$300 to \$399	15,939	7.99%
\$400 to \$499	22,694	11.37%
\$500 to \$599	25,391	12.72%
\$600 to \$699	25,257	12.65%
\$700 to \$749	12,578	6.30%
\$750 to \$999	45,956	23.02%
\$1,000 or more	27,152	13.60%
No cash rent	4,356	2.18%

Median Gross Rent	\$662
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(Including rent controlled units)

1989 Average Market Rate Rent	\$819
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(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent	\$983
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(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase in building type and unit size.)

Business Patterns and Jobs:

Worker Spatial

Density: 3.37 Workers per thousand sq. feet of non-residential net land area

Establishments, 1995:*(Universe: City establishments)*

Land Use	Total Number	Percentage of Total Citywide Establishments
TOTAL	40,546	100.00%
Office	15,670	38.65%
Retail	14,581	35.96%
Industrial	6,456	15.92%
Cult/Inst	3,308	8.16%
Hotel	531	1.31%

Land Use	Average Number of Workers Per Establishment
TOTAL	12
Office	11
Retail	6
Industrial	17
Cult/Inst	26
Hotel	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: City establishments)*

Land Use	Total Receipts	Percentage of Total Citywide Receipts
TOTAL	\$27,313,124	100.00%
Office	\$10,993,460	40.25%
Retail	\$7,754,456	28.39%
Industrial	\$6,016,889	22.03%
Cult/Inst	\$1,532,824	5.61%
Hotel	\$1,015,495	3.72%

Land Use	Average Receipts Per Establishment	Average Receipts Per Worker
TOTAL	\$674	\$56
Office	\$702	\$63
Retail	\$532	\$84
Industrial	\$932	\$54
Cult/Inst	\$463	\$18
Hotel	\$1,912	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total City Jobs
TOTAL	488,778	100.00%
Office	173,857	35.57%
Retail	92,768	18.98%
Industrial	111,329	22.78%
Cult/Inst	86,336	17.66%
Hotel	23,083	4.72%
Government	N/A	N/A
Other	1,405	0.29%

Jobs by Race, 1990:*(Universe: City jobs, 16 and over)*

TOTAL	567,264	100.00%
White	320,965	56.58%
African-American	46,873	8.26%
Hispanic *	66,344	11.70%
Other	133,082	23.46%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

I.

FINANCIAL DISTRICT



FINANCIAL DISTRICT

Population and Work Force: The People

Less than 1% of San Franciscans live in the Financial District. These residents are primarily white (54%) and Asian/Pacific Islander (36%). The percentages of residents who have received a high school degree or less and those with a bachelor's or advanced degree are both higher than the citywide percentages (44% and 38% respectively). Unemployment is also higher than citywide for all ethnic groups; the rate for whites of 8.3% is substantially higher than the citywide rate for that group of 4.9%. Income is beneath the citywide median because, although whites' income is 5% above median for that group, income for Asian/Pacific Islanders is 58% lower than the group's citywide median. The most common occupation groups are executive, administrative and managerial (25%); professional specialty (15%); and administrative support (14%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

Most of the Financial District is used for office purposes with 80% of the total building area devoted to that land use. Average property values are slightly higher than those citywide, although the value for residential in the Financial District is twice that for the city as a whole. A very high percentage (87%) of residents rent (compared to 65% citywide). The median rent (\$707) is also higher than citywide (\$662). Housing unit density, however, is lower (7.3 units per acre) in the Financial District than it is in the rest of San Francisco (11.0 units per acre).

Business Patterns and Jobs: Economic Vitality

The Financial District has 33.1% of total jobs citywide. Office establishments (68%) predominate, with retail uses (20%) the next most common. The sectors with the greatest number of employees are office (66%) and industrial (21%). Most employees are white (63%). The Financial District accounts for 41% of the total gross receipts from citywide establishments. Most of the revenue generated in this district comes from the office sector with 72% of total district receipts. Total average gross receipts per establishment are 247% higher than the citywide average. Average receipts per worker are also higher by 23% than citywide.

Financial District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	5,801	0.80% of the citywide total
White	3,138	54.09%
African-American	283	4.88%
Asian/Pacific Islander	2,104	36.27%
Hispanic *	236	4.07%
Other	40	0.69%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	3,536	0.86% of the citywide total
White	2,197	62.13%
African-American	195	5.51%
Asian/Pacific Islander	1,053	29.78%
Hispanic Origin **	162	4.58%
Other	91	2.57%
District residents who work in the district	1,503	42.51%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	8.70%	compared with the citywide rate of 6.3%
White	8.30%	
African-American	15.40%	
Asian/Pacific Islander	7.30%	
Hispanic Origin **	10.50%	

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	43.54%
Some college, no degree	14.52%
Assoc. degree	4.40%
Bachelors	21.64%
Grad/Professional degree	15.90%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$28,883	86.44%
White	\$38,083	105.36%
African-American	\$18,478	84.54%
Asian/Pacific Islander	\$14,039	42.36%
Hispanic Origin **	\$19,857	66.11%
Other	\$21,666	73.06%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	3,264	100.00%
Executive, administrative & managerial	802	24.57%
Professional specialty	485	14.86%
Technician & related support	105	3.22%
Sales	361	11.06%
Administrative support	445	13.63%
Private Household	71	2.18%
Protective Service	76	2.33%
Service, excluding private & protective	368	11.27%
Farming, forestry, & fishing	0	0.00%
Precision production, craft & repair	194	5.94%
Machine operators, assemblers & inspectors	244	7.48%
Transportation & material moving	39	1.19%
Handlers, equipment cleaners, helpers & laborers	74	2.27%

Industry	All races	Percentage of Total
TOTAL	3,264	100.00%
Agriculture, forestry & fisheries	6	0.18%
Mining	0	0.00%
Construction	112	3.43%
Manufacturing, nondurable goods	339	10.39%
Manufacturing, durable goods	101	3.09%
Transportation	162	4.96%
Communications & public utilities	88	2.70%
Wholesale trade	71	2.18%
Retail trade	463	14.19%
FIRE	565	17.31%
Business and repair services	271	8.30%
Personal services	237	7.26%
Entertainment & rec services	47	1.44%
Health services	97	2.97%
Education services	97	2.97%
Other professional services	509	15.59%
Public administration	99	3.03%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area:	22.30 million square feet	1.71% of the citywide total
Total Open Space:	20 million square feet	8.42% of the citywide total open space
		90.28% of the district's total gross land
		18.39% is the citywide ratio of total open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	15,078	100.00%	64,064,492	100.00%
Office	4,887	32.41%	51,179,730	79.89%
Retail	1,224	8.12%	2,618,752	4.09%
Industrial	3,972	26.34%	1,983,958	3.10%
Cultural/Institutional	196	1.30%	545,015	0.85%
Hotel	211	1.40%	2,032,677	3.17%
Residential	575	3.81%	2,287,176	3.57%
Residential/Office	N/A	N/A	2,469,924	3.86%
Residential/Retail	217	1.44%	566,065	0.88%
Public, Vacant, & Other	3,796	25.18%	381,195	0.60%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$6,806,861,604	\$107	\$93
Office	\$5,593,930,634	\$109	\$106
Retail	\$256,404,747	\$98	\$97
Industrial	\$104,056,340	\$52	\$58
Cultural/Institutional	\$32,903,912	\$60	\$114
Hotel	\$298,841,334	\$147	\$106
Residential	\$422,203,668	\$185	\$92
Residential/Office	\$42,549,859	\$17	\$19
Residential/Retail	\$55,971,110	\$99	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	1,351	6.52%	\$87,280	13.34%	\$65
Office	1,059	43.14%	\$65,604	40.91%	\$62
Retail	227	11.65%	\$15,203	16.43%	\$67
Industrial	3	1.21%	\$1,062	7.79%	\$354
Cult/Inst	16	3.17%	\$2,229	2.72%	\$139
Hotel	23	20.00%	\$1,332	8.07%	\$58
Residential	23	0.15%	\$1,850	0.66%	\$80
Completed	474	7.05%	\$18,951	24.28%	\$40

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	3,600	100.00%	1.10%
Occupied	3,066	85.17%	1.00%
Vacant	534	14.83%	2.33%
Owner-occupied	398	12.98%	0.38%
Renter-occupied	2,668	87.02%	1.33%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	3,617	1.10%	of citywide total
Housing Units per Acre	7.30	11.00	is the citywide average
Persons per Housing Unit	1.80	2.20	is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	2,668	100.00%	1.34%
Less than \$100	31	1.16%	3.91%
\$100 to \$199	136	5.10%	1.39%
\$200 to \$299	193	7.23%	1.98%
\$300 to \$399	298	11.17%	1.87%
\$400 to \$499	308	11.54%	1.36%
\$500 to \$599	256	9.60%	1.01%
\$600 to \$699	95	3.56%	0.38%
\$700 to \$749	124	4.65%	0.99%
\$750 to \$999	476	17.84%	1.04%
\$1,000 or more	711	26.65%	2.62%
No cash rent	40	1.50%	0.92%

Median Gross Rent \$707 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent \$597 compared with citywide average of \$819
(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent \$716 compared with citywide average of \$983
(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 10.15 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	5,825	100.00%	14.36%
Office	3,939	67.62%	25.13%
Retail	1,142	19.61%	7.81%
Industrial	518	8.89%	8.08%
Cult/Inst	212	3.64%	6.40%
Hotel	14	0.24%	2.64%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	28	12
Office	27	11
Retail	10	6
Industrial	64	17
Cult/Inst	39	26
Hotel	183	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total Receipts in District	Percentage of Total Land Use Receipts Citywide
TOTAL	\$11,226,322	100.00%	41.06%
Office	\$8,076,447	71.94%	73.45%
Retail	\$1,286,469	11.46%	16.58%
Industrial	\$1,454,110	12.95%	24.08%
Cult/Inst	\$285,436	2.54%	18.62%
Hotel	\$123,860	1.10%	12.20%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$1,927	\$556	\$69	\$56
Office	\$2,050	\$702	\$76	\$63
Retail	\$1,127	\$532	\$117	\$84
Industrial	\$2,807	\$932	\$44	\$54
Cult/Inst	\$1,346	\$463	\$35	\$18
Hotel	\$8,847	\$1,912	\$48	\$44

Employment by Land Use, 1993:*(Universe: Workers 16 and over)*

Land Use	Total Number	Percentage of Total Jobs in District	Percentage of Total Land Use Jobs Citywide
TOTAL	161,854	100.00%	33.11%
Office	106,486	65.79%	61.25%
Retail	11,005	6.80%	11.86%
Industrial	33,279	20.56%	29.89%
Cult/Inst	8,236	5.09%	9.54%
Hotel	2,566	1.59%	11.11%
Government	N/A	N/A	N/A
Other	283	0.17%	20.12%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	181,675	32.03% of the citywide total
White	114,817	63.20%
African-American	12,085	6.65%
Hispanic *	17,144	9.44%
Other	37,629	20.71%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

2.

UNION SQUARE



UNION SQUARE/ DOWNTOWN RETAIL

Population and Work Force: The People

About 17,000 people (2.4% of San Francisco's total population) live in the Union Square/Downtown Retail District. Most of these residents are Asian/Pacific Islander (63%) or white (32%). The percentage of residents who have received a high school degree or less (55%) is higher than the citywide figure (40%) while the percentage of residents with a bachelor's or advanced degree is lower 26% compared to 35%. Unemployment is only slightly higher for all ethnic groups (6.8%) than it is citywide (6.3%). The rate for African-Americans is extremely high at 24.5% although they comprise a small portion (2.2%) of the total District resident population. Median income is 34% beneath citywide because the income for Asian/Pacific Islanders (the largest group) is 57% lower and for whites 12% lower than the citywide medians for those respective groups. The most common occupation groups are service (17%); administrative support (16%); and executive, administrative and managerial (15%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The Union Square/Downtown Retail District has several major land uses as measured by total building area: office (30%), residential (24%), hotel (21%), and retail (20%). Average property values are slightly higher than those citywide, including residential, although the value for office is 27% lower. A very high percentage (87%) of residents rent (compared to 65% citywide). The median rent (\$453) is 32% lower than citywide (\$662). Housing unit density is much greater (69.8 units per acre) in the Union Square/Downtown Retail District than it is in the rest of San Francisco (11.0 units per acre).

Business Patterns and Jobs: Economic Vitality

The Union Square/Downtown Retail District has 5.9% of total jobs citywide. Retail (44%) and office (33%) establishments predominate. The sectors with the greatest number of employees are retail (26%), office (26%), and industrial (21%). Most employees fall into either the "other" race (48%) or white (38%) category. The Union Square/Downtown Retail District accounts for 7.8% of the total gross receipts from citywide establishments. Most of the revenue generated in this district comes from the retail (43% of total district receipts) and industrial (24%) sectors; office accounts for 18%. Average total gross receipts per establishment are 80% higher than the citywide averages, although office receipts are 21% lower. Average receipts per worker are also higher by 32% than citywide.

Union Square/Downtown Retail District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	17,042	2.35% of the citywide total
White	5,459	32.03%
African-American	378	2.22%
Asian/Pacific Islander	10,674	62.63%
Hispanic *	219	1.29%
Other	12	0.07%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	9,159	2.22% of the citywide total
White	4,028	43.98%
African-American	290	3.17%
Asian/Pacific Islander	4,791	52.31%
Hispanic Origin **	195	2.13%
Other	50	0.55%
District residents who work in the district	1,662	18.15%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	6.80% compared with the citywide rate of 6.3%
White	4.10%
African-American	24.50%
Asian/Pacific Islander	7.80%
Hispanic Origin **	12.80%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	55.14%
Some college, no degree	13.77%
Assoc. degree	5.13%
Bachelors	17.38%
Grad/Professional degree	8.58%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$22,100	66.14%
White	\$31,645	87.55%
African-American	\$23,389	107.01%
Asian/Pacific Islander	\$14,216	42.89%
Hispanic Origin **	\$28,939	96.35%
Other	\$46,249	155.96%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	8,532	100.00%
Executive, administrative & managerial	1,256	14.72%
Professional specialty	1,196	14.02%
Technician & related support	210	2.46%
Sales	1,151	13.49%
Administrative support	1,326	15.54%
Private Household	81	0.95%
Protective Service	84	0.98%
Service, excluding private & protective	1,485	17.41%
Farming, forestry, & fishing	0	0.00%
Precision production, craft & repair	409	4.79%
Machine operators, assemblers & inspectors	896	10.50%
Transportation & material moving	171	2.00%
Handlers, equipment cleaners, helpers & laborers	267	3.13%

Industry	All races	Percentage of Total
TOTAL	8,532	100.00%
Agriculture, forestry & fisheries	0	0.00%
Mining	0	0.00%
Construction	229	2.68%
Manufacturing, nondurable goods	1,100	12.89%
Manufacturing, durable goods	234	2.74%
Transportation	285	3.34%
Communications & public utilities	130	1.52%
Wholesale trade	298	3.49%
Retail trade	2,120	24.85%
FIRE	1,220	14.30%
Business and repair services	620	7.27%
Personal services	538	6.31%
Entertainment & rec services	105	1.23%
Health services	303	3.55%
Education services	332	3.89%
Other professional services	846	9.92%
Public administration	172	2.02%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area:	5.58 million square feet	0.43% of the citywide total
Total Open Space:	0.33 million square feet	0.14% of the citywide total open space
		5.88% of the district's total gross land
		18.39% is the citywide ratio of total open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	4,138	100.00%	21,107,363	100.00%
Office	570	13.77%	6,237,114	29.55%
Retail	898	21.70%	4,312,566	20.43%
Industrial	37	0.91%	96,862	0.46%
Cultural/Institutional	357	8.64%	805,463	3.82%
Hotel	710	17.16%	4,426,182	20.97%
Residential	1,334	32.23%	4,968,514	23.54%
Residential/Retail	73	1.76%	240,549	1.14%
Public, Vacant, & Other	159	3.83%	20,113	0.10%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$2,118,730,287	\$100	\$93
Office	\$481,332,430	\$77	\$106
Retail	\$576,769,834	\$134	\$97
Industrial	\$3,971,400	\$41	\$58
Cultural/Institutional	\$30,072,929	\$37	\$114
Hotel	\$509,759,870	\$115	\$106
Residential	\$494,638,993	\$100	\$92
Residential/Retail	\$22,184,831	\$92	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	272	1.31%	\$15,259	2.33%	\$56
Office	33	1.34%	\$1,761	1.10%	\$53
Retail	57	2.92%	\$3,990	4.31%	\$70
Industrial	2	0.81%	\$7	0.05%	\$4
Cult/Inst	13	2.58%	\$4,523	5.52%	\$348
Hotel	13	11.30%	\$1,898	11.50%	\$146
Residential	154	1.00%	\$3,080	1.10%	\$20
Completed	72	1.07%	\$2,318.00	2.97%	\$32

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	9,912	100.00%	3.02%
Occupied	8,749	88.27%	2.86%
Vacant	1,163	11.73%	5.08%
Owner-occupied	1,100	12.57%	1.04%
Renter-occupied	7,649	87.43%	3.82%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	9,920	3.02% of citywide total
Housing Units per Acre	69.80	11.00 is the citywide average
Persons per Housing Unit	1.70	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	7,649	100.00%	3.83%
Less than \$100	208	2.72%	26.23%
\$100 to \$199	879	11.49%	9.01%
\$200 to \$299	862	11.27%	8.86%
\$300 to \$399	1,146	14.98%	7.19%
\$400 to \$499	991	12.96%	4.37%
\$500 to \$599	1,153	15.07%	4.54%
\$600 to \$699	746	9.75%	2.95%
\$700 to \$749	194	2.54%	1.54%
\$750 to \$999	765	10.00%	1.66%
\$1,000 or more	599	7.83%	2.21%
No cash rent	106	1.39%	2.43%

Median Gross Rent \$453 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent \$597 compared with citywide average of \$819
(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent \$716 compared with citywide average of \$983
(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 11.15 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	2,126	100.00%	5.24%
Office	694	32.64%	4.43%
Retail	929	43.70%	6.35%
Industrial	191	8.98%	2.98%
Cult/Inst	253	11.90%	7.64%
Hotel	59	2.78%	11.11%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	13	12
Office	11	11
Retail	8	6
Industrial	31	17
Cult/Inst	11	26
Hotel	86	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Citywide Receipts
TOTAL	\$2,127,998	100.00%	7.78%
Office	\$387,273	18.20%	3.52%
Retail	\$911,646	42.84%	11.75%
Industrial	\$504,164	23.69%	8.35%
Cult/Inst	\$97,256	4.57%	6.34%
Hotel	\$227,659	10.70%	22.43%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$1,001	\$556	\$74	\$56
Office	\$558	\$702	\$53	\$63
Retail	\$981	\$532	\$124	\$84
Industrial	\$2,640	\$932	\$85	\$54
Cult/Inst	\$384	\$463	\$33	\$18
Hotel	\$3,859	\$1,912	\$45	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	28,696	100.00%	5.87%
Office	7,346	25.60%	4.23%
Retail	7,357	25.64%	7.93%
Industrial	5,939	20.70%	5.33%
Cult/Inst	2,903	10.12%	3.36%
Hotel	5,074	17.68%	21.98%
Government	N/A	N/A	N/A
Other	77	0.27%	5.48%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	10,867	1.92% of the citywide total
White	4,128	37.99%
African-American	672	6.18%
Hispanic *	853	7.85%
Other	5,214	47.98%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

3.

NORTH BEACH CHINATOWN



NORTH BEACH/CHINATOWN

Population and Work Force: The People

Almost 4% of San Franciscans live in the North Beach/Chinatown District. These residents are mostly Asian/Pacific Islander (58%) or white (37%). The percentage of residents who have received a high school degree or less (50%) is higher than the citywide figure (40%) while the number of residents with a bachelor's or advanced degree (32%) is slightly lower than that for the city (35%). Unemployment is lower overall (4.8%) for this district than for the city as a whole (6.3%) because both of the main population groups, whites and Asian/Pacific Islanders, have a rate well beneath the citywide rate. Income for all ethnic groups except Asian/Pacific Islander (who earn 36% below median for that group) is above the citywide median, with whites earning 17% above the median for whites citywide. Asian/Pacific Islanders, however, earn 41% less than median. The most common occupation groups are professional speciality (18%); service (17%); and executive, administrative and managerial (15%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land uses as measured by total building area are residential (57%) and hotel (13%). Average property values are slightly higher than those citywide, although retail is 24% lower and residential is higher by 14%. A high percentage (81%) of residents rent (compared to 65% citywide). The median rent (\$645) is 2.6% less than the citywide median (\$662); however, the 1995 estimated average market rate rent (\$1,393) is 42% higher than the citywide average (\$983). Housing unit density is more than double the citywide average of 11.0 units per acre.

Business Patterns and Jobs: Economic Vitality

The North Beach/Chinatown District has 4.2% of total jobs citywide. Retail (49%) and office (33%) establishments predominate. The sectors with the greatest number of employees are retail (39%), office (26%), and industrial (18%). Most employees fall into either the "other" race (31%) or white (52%) category. The North Beach/Chinatown District accounts for 4.4% of the total gross receipts from citywide establishments. Most of the revenue generated in this district comes from the retail (43% of total district receipts) and office (29%) sectors. Average total gross receipts per establishment are nearly identical to citywide averages, as are average receipts per worker.

North Beach/Chinatown District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	27,148	3.75% of the citywide total
White	10,134	37.33%
African-American	499	1.84%
Asian/Pacific Islander	15,659	57.68%
Hispanic *	838	3.09%
Other	18	0.07%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	15,617	3.79% of the citywide total
White	7,835	50.17%
African-American	218	1.40%
Asian/Pacific Islander	7,464	47.79%
Hispanic Origin **	530	3.39%
Other	100	0.64%
District residents who work in the district	2,743	17.56%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	4.80% compared with the citywide rate of 6.3%
White	4.20%
African-American	10.10%
Asian/Pacific Islander	5.30%
Hispanic Origin **	8.70%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	50.38%
Some college, no degree	13.20%
Assoc. degree	4.02%
Bachelors	19.87%
Grad/Professional degree	12.53%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$31,279	93.61%
White	\$42,307	117.04%
African-American	\$24,999	114.38%
Asian/Pacific Islander	\$21,338	64.38%
Hispanic Origin **	\$36,046	120.02%
Other	\$41,750	140.79%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	14,869	100.00%
Executive, administrative & managerial	2,302	15.48%
Professional specialty	2,742	18.44%
Technician & related support	460	3.09%
Sales	1,980	13.32%
Administrative support	1,792	12.05%
Private Household	53	0.36%
Protective Service	127	0.85%
Service, excluding private & protective	2,552	17.16%
Farming, forestry, & fishing	39	0.26%
Precision production, craft & repair	715	4.81%
Machine operators, assemblers & inspectors	1,380	9.28%
Transportation & material moving	295	1.98%
Handlers, equipment cleaners, helpers & laborers	432	2.91%

Industry	All races	Percentage of Total
TOTAL	14,869	100.00%
Agriculture, forestry & fisheries	61	0.41%
Mining	24	0.16%
Construction	397	2.67%
Manufacturing, nondurable goods	1,864	12.54%
Manufacturing, durable goods	472	3.17%
Transportation	602	4.05%
Communications & public utilities	262	1.76%
Wholesale trade	656	4.41%
Retail trade	3,367	22.64%
FIRE	1,515	10.19%
Business and repair services	902	6.07%
Personal services	678	4.56%
Entertainment & rec services	183	1.23%
Health services	632	4.25%
Education services	658	4.43%
Other professional services	2,244	15.09%
Public administration	352	2.37%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area:	22.30 million square feet	1.71% of the citywide total
Total Open Space:	0.46 million square feet	0.19% of the citywide total open space
		2.07% of the district's total gross land
		18.39% is the citywide ratio of total open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	12,290	100.00%	19,149,752	100.00%
Office	585	4.76%	1,555,554	8.12%
Office/Retail	4	0.03%	153,634	0.80%
Retail	1,521	12.38%	2,156,686	11.26%
Industrial	1,141	9.29%	294,674	1.54%
Cultural/Institutional	475	3.87%	378,442	1.98%
Hotel	827	6.73%	2,547,495	13.30%
Residential	5,814	47.31%	10,874,010	56.78%
Residential/Retail	444	3.61%	995,306	5.20%
Public, Vacant, & Other	1,477	12.02%	193,951	1.01%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$1,846,231,936	\$97	\$93
Office	\$137,697,544	\$89	\$106
Office/Retail	\$4,272,146	\$28	\$59
Retail	\$159,347,534	\$74	\$97
Industrial	\$32,440,211	\$110	\$58
Cultural/Institutional	\$40,525,409	\$107	\$114
Hotel	\$241,951,615	\$95	\$106
Residential	\$1,145,107,354	\$105	\$92
Residential/Retail	\$84,890,123	\$85	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	603	2.91%	\$18,978	2.90%	\$31
Office	61	2.48%	\$3,689	2.30%	\$60
Retail	126	6.46%	\$7,126	7.70%	\$57
Industrial	1	0.40%	\$15	0.11%	\$15
Cult/Inst	13	2.58%	\$400	0.49%	\$31
Hotel	4	3.48%	\$109	0.66%	\$27
Residential	395	2.56%	\$7,589	2.70%	\$19
Other	3	13.64%	\$50	30.67%	\$17
Completed	162	2.41%	\$2,412	3.09%	\$15

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	12,941	100.00%	3.94%
Occupied	11,878	91.79%	3.89%
Vacant	1,063	8.21%	4.64%
Owner-occupied	2,246	18.91%	2.13%
Renter-occupied	9,632	81.09%	4.81%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	12,849	3.91% of citywide total
Housing Units per Acre	25.90	11.00 is the citywide average
Persons per Housing Unit	2.10	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

Total Rent	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	9,630	100.00%	4.82%
Less than \$100	59	0.61%	7.44%
\$100 to \$199	730	7.58%	7.48%
\$200 to \$299	646	6.71%	6.64%
\$300 to \$399	844	8.76%	5.30%
\$400 to \$499	1,101	11.43%	4.85%
\$500 to \$599	1,034	10.74%	4.07%
\$600 to \$699	870	9.03%	3.44%
\$700 to \$749	752	7.81%	5.98%
\$750 to \$999	2,141	22.23%	4.66%
\$1,000 or more	1,237	12.85%	4.56%
No cash rent	216	2.24%	4.96%

Median Gross Rent \$645 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent \$1,161 compared with citywide average of \$819
(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent \$1,393 compared with citywide average of \$983
(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 4.51 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	2,142	100.00%	5.28%
Office	704	32.87%	4.49%
Retail	1,040	48.55%	7.11%
Industrial	201	9.38%	3.13%
Cult/Inst	134	6.26%	4.05%
Hotel	63	2.94%	11.86%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	10	12
Office	8	11
Retail	8	6
Industrial	18	17
Cult/Inst	17	26
Hotel	17	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Receipts Citywide
TOTAL	\$1,193,814	100.00%	4.37%
Office	\$341,804	28.63%	3.11%
Retail	\$517,343	43.34%	6.67%
Industrial	\$163,628	13.71%	2.71%
Cult/Inst	\$63,833	5.35%	4.16%
Hotel	\$107,206	8.98%	10.56%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$557	\$556	\$58	\$56
Office	\$486	\$702	\$63	\$63
Retail	\$497	\$532	\$64	\$84
Industrial	\$814	\$932	\$45	\$54
Cult/Inst	\$476	\$463	\$27	\$18
Hotel	\$1,702	\$1,912	\$99	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	20,562	100.00%	4.21%
Office	5,440	26.46%	3.13%
Retail	8,035	39.08%	8.66%
Industrial	3,603	17.52%	3.24%
Cult/Inst	2,336	11.36%	2.71%
Hotel	1,081	5.26%	4.68%
Government	N/A	N/A	N/A
Other	66	0.32%	4.67%

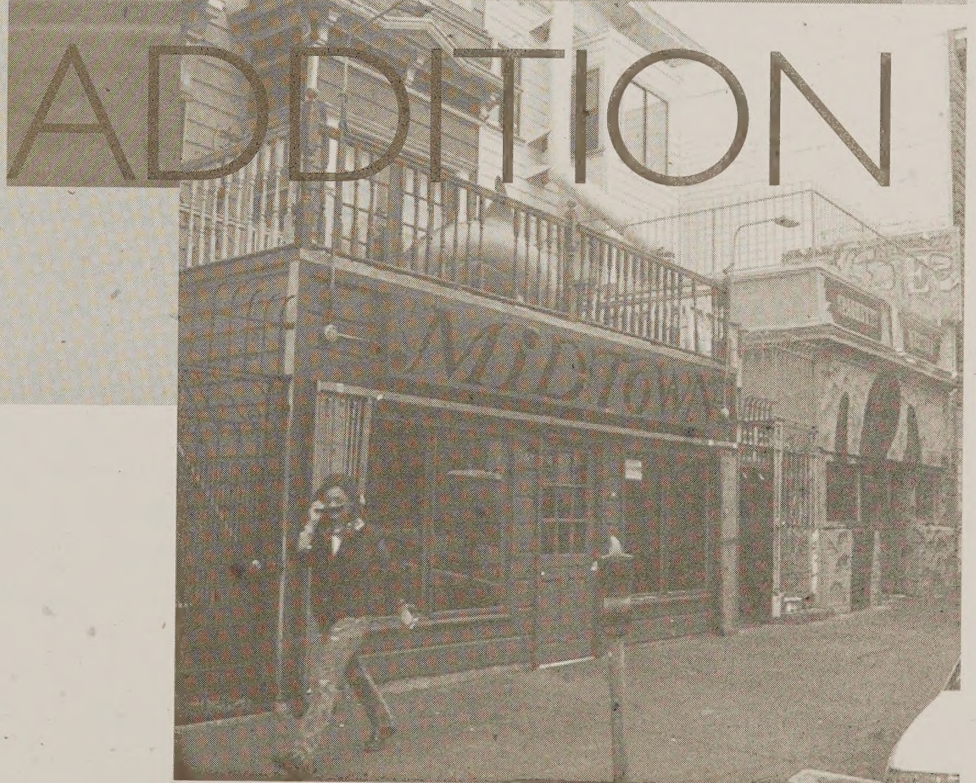
Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	20,922	3.69% of the citywide total
White	10,934	52.26%
African-American	1,315	6.29%
Hispanic *	2,139	10.22%
Other	6,534	31.23%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

4.



VAN NESS/WESTERN ADDITION

Population and Work Force: The People

About 5% of San Francisco's population lives in the Van Ness/Western Addition District. These residents are mostly white (59%) or Asian/Pacific Islander (33%).

The percentage of residents who have received a high school degree or less is lower (35%) than the citywide figure (40%) while the percentage who have earned a bachelor's or advanced degree is higher (40% compared to 35%). The unemployment rate is also almost identical to the citywide rate. Median income, however, is 18% lower than citywide for all ethnic groups. For whites, it is 14% lower and for Asian/Pacific Islanders it is 32% lower. The most common occupation groups are executive, administrative and managerial (20%); professional speciality (19%); and administrative support (17%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land use as measured by total building area is residential (77%). Average property values are identical to those citywide, including residential. A very high percentage (87%) of residents rent (compared to 65% citywide). The median rent (\$579) is 13% less than the citywide median (\$662); however, the 1995 estimated average market rate rent (\$1,346) is 37% higher than the citywide average (\$983). Housing unit density is 4 times higher than the citywide average of 11.0 units per acre..

Business Patterns and Jobs: Economic Vitality

The Van Ness/Western Addition District has 3.8% of total jobs citywide. Retail (44%) and office (34%) establishments predominate. The sectors with the greatest number of employees are retail (33%), office (26%), and cultural/institutional (24%). Most employees fall into either the "other" race (24%) or white (58%) category. The Van Ness/Western Addition District accounts for 3.6% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (51% of total district receipts) and office (17%) sectors. Average total gross receipts per establishment are lower than the citywide average by 28%, with office receipts lower by 72%. Average total receipts per worker, however, are almost identical to the citywide average.

Van Ness/Western Addition District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	37,729	5.21% of the citywide total
White	22,078	58.52%
African-American	974	2.58%
Asian/Pacific Islander	12,610	33.42%
Hispanic *	2,325	6.16%
Other	192	0.51%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	24,143	5.86% of the citywide total
White	16,239	67.26%
African-American	767	3.18%
Asian/Pacific Islander	6,344	26.28%
Hispanic Origin **	1,632	6.76%
Other	793	3.28%
District residents who work in the district	2,683	11.11%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	6.50% compared with the citywide rate of 6.3%
White	5.60%
African-American	16.00%
Asian/Pacific Islander	7.40%
Hispanic Origin **	6.90%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	35.11%
Some college, no degree	19.61%
Assoc. degree	5.30%
Bachelors	25.56%
Grad/Professional degree	14.43%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$27,292	81.68%
White	\$30,954	85.63%
African-American	\$19,173	87.72%
Asian/Pacific Islander	\$22,514	67.92%
Hispanic Origin **	\$21,679	72.18%
Other	\$24,736	83.41%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	22,576	100.00%
Executive, administrative & managerial	4,450	19.71%
Professional specialty	4,176	18.50%
Technician & related support	708	3.14%
Sales	3,220	14.26%
Administrative support	3,741	16.57%
Private Household	129	0.57%
Protective Service	348	1.54%
Service, excluding private & protective	2,839	12.58%
Farming, forestry, & fishing	75	0.33%
Precision production, craft & repair	1,130	5.01%
Machine operators, assemblers & inspectors	1,063	4.71%
Transportation & material moving	323	1.43%
Handlers, equipment cleaners, helpers & laborers	374	1.66%

Industry	All races	Percentage of Total
TOTAL	22,576	100.00%
Agriculture, forestry & fisheries	196	0.87%
Mining	29	0.13%
Construction	643	2.85%
Manufacturing, nondurable goods	1,716	7.60%
Manufacturing, durable goods	607	2.69%
Transportation	918	4.07%
Communications & public utilities	366	1.62%
Wholesale trade	624	2.76%
Retail trade	4,131	18.30%
FIRE	3,355	14.86%
Business and repair services	1,798	7.96%
Personal services	1,592	7.05%
Entertainment & rec services	516	2.29%
Health services	1,257	5.57%
Education services	922	4.08%
Other professional services	3,386	15.00%
Public administration	520	2.30%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area:	22.30 million square feet	1.71% of the citywide total
Total Open Space:	1 million square feet	0.27% of the citywide total open space
		2.88% of the district's total gross land
		18.39% is the citywide ratio of total open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	16,364	100.00%	33,292,258	100.00%
Office	620	3.79%	1,022,815	3.07%
Office/Retail	3	0.02%	9,045	0.03%
Retail	1,742	10.64%	2,204,271	6.62%
Industrial	124	0.76%	12,580	0.04%
Cultural/Institutional	1,075	6.57%	1,095,736	3.29%
Hotel	802	4.90%	2,559,838	7.69%
Residential	9,547	58.34%	25,705,774	77.21%
Residential/Office	5	0.03%	13,499	0.04%
Residential/Retail	230	1.40%	535,404	1.61%
Public, Vacant, & Other	2,216	13.54%	133,296	0.40%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$3,068,460,875	\$93	\$93
Office	\$112,792,843	\$110	\$106
Office/Retail	\$2,200,595	\$243	\$59
Retail	\$207,206,265	\$94	\$97
Industrial	\$5,414,244	\$430	\$58
Cultural/Institutional	\$167,032,849	\$152	\$114
Hotel	\$160,390,164	\$63	\$106
Residential	\$2,360,383,129	\$92	\$92
Residential/Office	\$2,320,961	\$172	\$19
Residential/Retail	\$50,719,825	\$95	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	603	2.91%	\$20,140	3.08%	\$33
Office	35	1.43%	\$1,323	0.82%	\$38
Retail	118	6.05%	\$4,402	4.76%	\$37
Industrial	6	2.43%	\$331	2.43%	\$55
Cult/Inst	17	3.37%	\$2,208	2.70%	\$130
Hotel	4	3.48%	\$80	0.48%	\$20
Residential	422	2.73%	\$11,796	4.20%	\$28
Other	1	4.55%	\$0	0.00%	\$0
Completed	170	2.53%	\$2,036	2.61%	\$12

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	22,953	100.00%	6.99%
Occupied	21,066	91.78%	6.89%
Vacant	1,887	8.22%	8.24%
Owner-occupied	2,660	12.63%	2.52%
Renter-occupied	18,406	87.37%	9.20%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	23,014	7.01% of citywide total
Housing Units per Acre	43.20	11.00 is the citywide average
Persons per Housing Unit	1.60	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	18,397	100.00%	9.22%
Less than \$100	58	0.32%	7.31%
\$100 to \$199	473	2.57%	4.85%
\$200 to \$299	822	4.47%	8.45%
\$300 to \$399	1,831	9.95%	11.49%
\$400 to \$499	3,546	19.27%	15.63%
\$500 to \$599	3,025	16.44%	11.91%
\$600 to \$699	2,374	12.90%	9.40%
\$700 to \$749	884	4.81%	7.03%
\$750 to \$999	3,045	16.55%	6.63%
\$1,000 or more	2,108	11.46%	7.76%
No cash rent	231	1.26%	5.30%

Median Gross Rent \$579 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent by Sub-district:

Russian Hill	\$1,122	compared with citywide average of \$819
Nob Hill	\$908	
Western Addition	\$691	

(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent by Sub-district:

Russian Hill	\$1,346	compared with citywide average of \$983
Nob Hill	\$1,090	
Western Addition	\$829	

(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 4.29 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	2,483	100.00%	6.12%
Office	854	34.39%	5.45%
Retail	1,089	43.86%	7.45%
Industrial	206	8.30%	3.21%
Cult/Inst	250	10.07%	7.55%
Hotel	84	3.38%	15.82%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	8	12
Office	6	11
Retail	6	6
Industrial	10	17
Cult/Inst	18	26
Hotel	13	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	\$988,714	100.00%	3.62%
Office	\$169,994	17.19%	1.55%
Retail	\$508,341	51.41%	6.55%
Industrial	\$136,930	13.85%	2.27%
Cult/Inst	\$93,665	9.47%	6.11%
Hotel	\$79,784	8.07%	7.86%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$398	\$556	\$53	\$56
Office	\$199	\$702	\$35	\$63
Retail	\$467	\$532	\$83	\$84
Industrial	\$665	\$932	\$67	\$54
Cult/Inst	\$375	\$463	\$21	\$18
Hotel	\$950	\$1,912	\$71	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	18,743	100.00%	3.83%
Office	4,852	25.88%	2.79%
Retail	6,122	32.66%	6.60%
Industrial	2,051	10.94%	1.84%
Cult/Inst	4,517	24.10%	5.23%
Hotel	1,128	6.02%	4.89%
Government	N/A	N/A	N/A
Other	73	0.39%	5.17%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	19,013	3.35% of the citywide total
White	10,933	57.50%
African-American	1,183	6.22%
Hispanic *	2,263	11.90%
Other	4,634	24.37%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

5.

MARINA FILLMORE



MARINA/FILLMORE

Population and Work Force: The People

About 12% of San Franciscans live in the Marina/Fillmore District. These residents are mostly white (65%) with African-Americans the next largest ethnicity (19%). The majority of residents have received a bachelor's or advanced degree (49% compared to 35% citywide) and a lower percentage (26%) than citywide (40%) have a high school or less level of education. The unemployment rate is lower (4.5%) than the citywide rate (6.3%). Median income is higher than the citywide median by nearly 7%, with whites earning 15% above the median for that group. The most common occupation groups are service (22%), administrative support (16%), and professional specialty (15%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land use as measured by total building area is residential (85%). Average property values are higher than those citywide, including residential. A high number (79%) of residents rent (compared to 65% citywide). The median rent (\$697) is 5% higher than the citywide median (\$662). For the subdistricts, however, there is variation between the 1995 estimated average market rate rent and the citywide average of \$983: for the Marina, +14%; Pacific Heights/Cow Hollow, +33%; Fillmore, -16%; and Haight Ashbury, +0.9%. Housing unit density is more than twice the citywide average of 11.0 units per acre.

Business Patterns and Jobs: Economic Vitality

The Marina/Fillmore District has 8.2% of total jobs citywide. Retail (39%) and office (37%) establishments predominate. The sectors with the greatest number of employees are cultural/institutional (55%), retail (22%), and office (15%). Most employees fall into either the "other" race (20%) or white (60%) category. The Marina/Fillmore District accounts for 4.1% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (46% of total district receipts), cultural/institutional (27%), and office (19%) sectors. Average total gross receipts per establishment are lower than the citywide average by 54%, primarily because retail receipts are 43% lower than citywide and office receipts are 81% lower. Average total receipts per worker are 50% lower than the citywide average.

Marina/Fillmore District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	83,777	11.57% of the citywide total
White	54,268	64.78%
African-American	15,932	19.02%
Asian/Pacific Islander	8,885	10.61%
Hispanic *	4,268	5.09%
Other	424	0.51%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	54,754	13.28% of the citywide total
White	41,296	75.42%
African-American	7,335	13.40%
Asian/Pacific Islander	4,781	8.73%
Hispanic Origin **	2,615	4.78%
Other	1,342	2.45%
District residents who work in the district	6,525	11.92%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	4.50% compared with the citywide rate of 6.3%
White	3.40%
African-American	9.90%
Asian/Pacific Islander	6.10%
Hispanic Origin **	3.90%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	25.73%
Some college, no degree	19.70%
Assoc. degree	5.50%
Bachelors	30.24%
Grad/Professional degree	18.84%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$35,749	106.99%
White	\$41,518	114.86%
African-American	\$18,119	82.90%
Asian/Pacific Islander	\$28,702	86.59%
Hispanic Origin **	\$31,306	104.24%
Other	\$29,631	99.92%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	52,301	100.00%
Executive, administrative & managerial	11,185	21.39%
Professional specialty	12,527	23.95%
Technician & related support	2,314	4.42%
Sales	7,836	14.98%
Administrative support	8,205	15.69%
Private Household	201	0.38%
Protective Service	553	1.06%
Service, excluding private & protective	4,706	9.00%
Farming, forestry, & fishing	246	0.47%
Precision production, craft & repair	2,118	4.05%
Machine operators, assemblers & inspectors	897	1.72%
Transportation & material moving	801	1.53%
Handlers, equipment cleaners, helpers & laborers	712	1.36%

Industry	All races	Percentage of Total
TOTAL	52,301	100.00%
Agriculture, forestry & fisheries	351	0.67%
Mining	47	0.09%
Construction	1,684	3.22%
Manufacturing, nondurable goods	2,171	4.15%
Manufacturing, durable goods	1,392	2.66%
Transportation	2,527	4.83%
Communications & public utilities	1,334	2.55%
Wholesale trade	1,998	3.82%
Retail trade	7,833	14.98%
FIRE	6,760	12.93%
Business and repair services	4,121	7.88%
Personal services	1,908	3.65%
Entertainment & rec services	1,577	3.02%
Health services	4,329	8.28%
Education services	3,592	6.87%
Other professional services	8,954	17.12%
Public administration	1,723	3.29%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area: 89.22 million square feet

6.85% of the citywide total

Total Open Space: 10 million square feet

3.98% of the citywide total open space

*(This does not include any portion of the Presidio or Golden Gate Park)*10.67% of the district's total gross land
18.39% is the citywide ratio of total open space to total gross land**Land Use and Land Area, 1996:***(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	64,085	100.00%	62,427,253	100.00%
Office	694	1.08%	975,444	1.56%
Retail	2,150	3.36%	2,331,479	3.73%
Industrial	56	0.09%	27,743	0.04%
Cultural/Institutional	11,580	18.07%	2,264,270	3.63%
Hotel	581	0.91%	1,375,668	2.20%
Residential	37,155	57.98%	52,809,287	84.59%
Residential/Retail	1,570	2.45%	2,475,455	3.97%
Public, Vacant, & Other	10,299	16.07%	167,907	0.27%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$6,626,395,184	\$106	\$93
Office	\$123,408,062	\$127	\$106
Retail	\$252,770,818	\$108	\$97
Industrial	\$4,069,720	\$147	\$58
Cultural/Institutional	\$435,728,943	\$192	\$114
Hotel	\$211,565,244	\$154	\$106
Residential	\$5,340,886,968	\$101	\$92
Residential/Retail	\$257,965,429	\$104	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	2,671	12.89%	\$56,746	8.67%	\$21
Office	72	2.93%	10,485	6.54%	\$146
Retail	264	13.55%	7,459	8.06%	\$28
Industrial	19	7.69%	225	1.65%	\$12
Cult/Inst	92	18.25%	7,390	9.02%	\$80
Hotel	11	9.57%	113	0.68%	\$10
Residential	2,207	14.30%	30,995	11.04%	\$14
Other	6	27.27%	80	49.14%	\$13
Completed	858	12.76%	\$6,980	8.94%	\$8

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	48,701	100.00%	14.83%
Occupied	44,760	91.91%	14.65%
Vacant	3,941	8.09%	17.22%
Owner-occupied	9,352	20.89%	8.86%
Renter-occupied	35,408	79.11%	17.70%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	48,656	14.81%	of citywide total
Housing Units per Acre	24.10	11.00	is the citywide average
Persons per Housing Unit	1.70	2.20	is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

Total Rent	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	35,375	100.00%	17.72%
Less than \$100	92	0.26%	11.60%
\$100 to \$199	1,884	5.33%	19.31%
\$200 to \$299	1,189	3.36%	12.22%
\$300 to \$399	2,072	5.86%	13.00%
\$400 to \$499	3,353	9.48%	14.77%
\$500 to \$599	4,409	12.46%	17.36%
\$600 to \$699	4,815	13.61%	19.06%
\$700 to \$749	2,364	6.68%	18.79%
\$750 to \$999	8,599	24.31%	18.71%
\$1,000 or more	6,099	17.24%	22.46%
No cash rent	499	1.41%	11.46%

Median Gross Rent \$697 compared with citywide median of \$662

*(Including rent controlled units)***1989 Average Market Rate Rent by Sub-district:**

Marina	\$933	compared with citywide average of \$819
Pacific Heights/Cow Hollow	\$1,086	
Fillmore	\$691	
Haight Ashbury	\$827	

(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent by Sub-district:

Marina	\$1,120	compared with citywide average of \$983
Pacific Heights/Cow Hollow	\$1,303	
Fillmore	\$829	
Haight Ashbury	\$992	

(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 2.65 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	4,483	100.00%	11.05%
Office	1,650	36.81%	10.52%
Retail	1,751	39.06%	11.97%
Industrial	383	8.54%	5.97%
Cult/Inst	634	14.14%	19.15%
Hotel	65	1.45%	12.24%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	9	12
Office	4	11
Retail	5	6
Industrial	5	17
Cult/Inst	35	26
Hotel	16	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Receipts Citywide
TOTAL	\$1,132,495	100.00%	4.14%
Office	\$214,900	18.98%	1.95%
Retail	\$526,294	46.47%	6.78%
Industrial	\$47,573	4.20%	0.79%
Cult/Inst	\$300,352	26.52%	19.59%
Hotel	\$43,376	3.83%	4.27%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$253	\$556	\$28	\$56
Office	\$130	\$702	\$36	\$63
Retail	\$301	\$532	\$59	\$84
Industrial	\$124	\$932	\$25	\$54
Cult/Inst	\$474	\$463	\$14	\$18
Hotel	\$667	\$1,912	\$42	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total Jobs in District	Percentage of Total Land Use Jobs Citywide
TOTAL	39,981	100.00%	8.18%
Office	5,913	14.79%	3.40%
Retail	8,850	22.14%	9.54%
Industrial	1,906	4.77%	1.71%
Cult/Inst	22,116	55.32%	25.62%
Hotel	1,022	2.56%	4.43%
Government	N/A	N/A	N/A
Other	174	0.43%	12.37%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	34,727	6.12% of the citywide total
White	20,881	60.13%
African-American	3,552	10.23%
Hispanic *	3,493	10.06%
Other	6,801	19.58%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

6.

CIVIC CENTER



CIVIC CENTER

Population and Work Force: The People

About 4% of San Francisco's total population lives in the Civic Center District. These residents are mostly white (59%) or Asian/Pacific Islander (22%). A higher percentage of residents have an educational level of high school or less (47%) than citywide (40%) and fewer have received a bachelor's or advanced degree (25% compared to 35%). The unemployment rate is higher (10.1%) than the citywide rate (6.3%). Income is 53% below the citywide median. The most common occupation groups are administrative support (22%) and service (20%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land uses as measured by total building area are hotel (31%), residential (26%), and office (22%). Average property values are almost identical to those citywide. A very high percentage (95%) of residents rent (compared to 65% citywide). The median rent (\$454) is 31% lower than the citywide median (\$662). Housing density is 4 times higher than the citywide average of 11.0 units per acre.

Business Patterns and Jobs: Economic Vitality

The Civic Center District has 7.4% of total jobs citywide. Retail (43%) and office (33%) establishments predominate. The sectors with the greatest number of employees are retail (28%), hotel (23%), cultural/institutional (23%), and office (20%). Most employees fall into either the "other" race (24%) or white (54%) category. The Civic Center District accounts for 4.1% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (34% of total district receipts), hotel (31%), and office (17%) sectors. Average total gross receipts per establishment are lower than the citywide average by 9%, with hotel average receipts exceeding the citywide average by 57%. Average total receipts per worker, however, are 45% lower than the citywide average.

Civic Center District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	30,660	4.24% of the citywide total
White	15,029	49.02%
African-American	4,515	14.73%
Asian/Pacific Islander	7,902	25.77%
Hispanic *	2,957	9.64%
Other	257	0.84%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	17,032	4.13% of the citywide total
White	10,082	59.19%
African-American	2,504	14.70%
Asian/Pacific Islander	3,718	21.83%
Hispanic Origin **	1,774	10.42%
Other	728	4.27%
District residents who work in the district	3,392	19.92%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	10.10% compared with the citywide rate of 6.3%
White	7.80%
African-American	15.30%
Asian/Pacific Islander	11.90%
Hispanic Origin **	8.60%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	46.77%
Some college, no degree	22.70%
Assoc. degree	5.94%
Bachelors	17.63%
Grad/Professional degree	6.96%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$15,840	47.41%
White	\$16,556	45.80%
African-American	\$14,096	64.49%
Asian/Pacific Islander	\$16,357	49.35%
Hispanic Origin **	\$15,291	50.91%
Other	\$14,368	48.45%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	15,317	100.00%
Executive, administrative & managerial	1,927	12.58%
Professional specialty	1,768	11.54%
Technician & related support	436	2.85%
Sales	1,701	11.11%
Administrative support	3,373	22.02%
Private Household	99	0.65%
Protective Service	476	3.11%
Service, excluding private & protective	3,137	20.48%
Farming, forestry, & fishing	103	0.67%
Precision production, craft & repair	895	5.84%
Machine operators, assemblers & inspectors	555	3.62%
Transportation & material moving	380	2.48%
Handlers, equipment cleaners, helpers & laborers	467	3.05%
Industry	All races	Percentage of Total
TOTAL	15,317	100.00%
Agriculture, forestry & fisheries	89	0.58%
Mining	7	0.05%
Construction	591	3.86%
Manufacturing, nondurable goods	765	4.99%
Manufacturing, durable goods	405	2.64%
Transportation	759	4.96%
Communications & public utilities	333	2.17%
Wholesale trade	409	2.67%
Retail trade	3,207	20.94%
FIRE	1,489	9.72%
Business and repair services	1,421	9.28%
Personal services	1,533	10.01%
Entertainment & rec services	444	2.90%
Health services	826	5.39%
Education services	578	3.77%
Other professional services	1,836	11.99%
Public administration	625	4.08%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area: 19.52 million square feet

1.50% of the citywide total

Total Open Space: 2 million square feet

0.63% of the citywide total open space

7.75% of the district's total gross land
 18.39% is the citywide ratio of total
 open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	7,290	100.00%	23,809,800	100.00%
Office	872	11.96%	5,323,830	22.36%
Retail	1,221	16.74%	2,881,423	12.10%
Industrial	97	1.33%	65,157	0.27%
Cultural/Institutional	471	6.46%	1,378,701	5.79%
Hotel	848	11.63%	7,479,850	31.42%
Residential	2,274	31.20%	6,140,906	25.79%
Residential/Retail	141	1.94%	519,962	2.18%
Public, Vacant, & Other	1,366	18.73%	19,971	0.08%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$2,194,233,002	\$92	\$93
Office	\$774,232,078	\$145	\$106
Retail	\$168,002,104	\$58	\$97
Industrial	\$5,103,591	\$78	\$58
Cultural/Institutional	\$58,136,935	\$42	\$114
Hotel	\$696,598,380	\$93	\$106
Residential	\$436,985,443	\$71	\$92
Residential/Retail	\$55,174,471	\$106	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	551	2.66%	\$23,865	3.65%	\$43
Office	83	3.38%	\$3,185	1.99%	\$38
Retail	125	6.41%	\$2,105	2.27%	\$17
Industrial	0	0.00%	\$0	0.00%	\$0
Cult/Inst	42	8.33%	\$7,919	9.67%	\$189
Hotel	38	33.04%	\$3,285	19.90%	\$86
Residential	263	1.70%	\$7,371	2.63%	\$28
Other	0	0.00%	\$0	0.00%	\$0
Completed	135	2.01%	\$1,504	1.93%	\$11

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	20,752	100.00%	6.32%
Occupied	17,893	86.22%	5.86%
Vacant	2,859	13.78%	12.49%
Owner-occupied	921	5.15%	0.87%
Renter-occupied	16,972	94.85%	8.48%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	20,748	6.32%	of citywide total
Housing Units per Acre	45.50	11.00	is the citywide average
Persons per Housing Unit	1.50	2.20	is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

Total Rent	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	16,972	100.00%	8.50%
Less than \$100	68	0.40%	8.58%
\$100 to \$199	1,562	9.20%	16.01%
\$200 to \$299	1,936	11.41%	19.89%
\$300 to \$399	3,037	17.89%	19.05%
\$400 to \$499	3,897	22.96%	17.17%
\$500 to \$599	2,970	17.50%	11.70%
\$600 to \$699	1,502	8.85%	5.95%
\$700 to \$749	402	2.37%	3.20%
\$750 to \$999	1,033	6.09%	2.25%
\$1,000 or more	377	2.22%	1.39%
No cash rent	188	1.11%	4.32%

Median Gross Rent \$454 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent \$597 compared with citywide average of \$819
(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rer \$716 compared with citywide average of \$983
(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 10.28 Workers per thousand sq. feet of non-residential net land area
3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	2,223	100.00%	5.48%
Office	733	32.97%	4.68%
Retail	960	43.18%	6.56%
Industrial	209	9.40%	3.26%
Cult/Inst	206	9.27%	6.22%
Hotel	115	5.17%	21.66%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	16	12
Office	10	11
Retail	11	6
Industrial	9	17
Cult/Inst	41	26
Hotel	73	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Citywide Receipts
TOTAL	\$1,119,576	100.00%	4.09%
Office	\$191,298	17.09%	1.74%
Retail	\$382,945	34.20%	4.94%
Industrial	\$87,014	7.77%	1.44%
Cult/Inst	\$114,058	10.19%	7.44%
Hotel	\$344,261	30.75%	33.92%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$504	\$556	\$31	\$56
Office	\$261	\$702	\$26	\$63
Retail	\$399	\$532	\$38	\$84
Industrial	\$416	\$932	\$48	\$54
Cult/Inst	\$554	\$463	\$14	\$18
Hotel	\$2,994	\$1,912	\$41	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	36,069	100.00%	7.38%
Office	7,284	20.19%	4.19%
Retail	10,145	28.13%	10.94%
Industrial	1,806	5.01%	1.62%
Cult/Inst	8,360	23.18%	9.68%
Hotel	8,418	23.34%	36.47%
Government	N/A	N/A	N/A
Other	57	0.16%	4.04%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	41,659	7.34% of the citywide total
White	22,286	53.50%
African-American	4,385	10.53%
Hispanic *	4,793	11.51%
Other	10,195	24.47%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

7.

SOUTH OF MARKET





SOUTH OF MARKET

Population and Work Force: The People

Three percent of San Franciscans live in the South of Market District. The population is comprised of whites (34%), Hispanics (29%), Asian/Pacific Islanders (25%), and African-Americans (11%). A higher percentage of residents have an educational level of high school or less (54%) than citywide (40%) and a lower percentage have received a bachelor's or advanced degree (21% compared to 35%). The unemployment rate (12.6%) is twice the citywide rate, with rates of 11.3% for whites, 14.9% for Hispanics, and 38.1% for African-Americans. Income is 48% below the citywide median, with African-American residents earning 99% of median for that group while Asian/Pacific Islanders earn only 39% of their group's median. The most common occupation groups are service (22%); administrative support (17%); and executive, administrative and managerial (12%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land uses as measured by total building area are office (27%), industrial (21%), retail (20%), and residential (20%). Average property values are 15% lower than those citywide. A very high percentage (92%) of residents rent (compared to 65% citywide). The median rent (\$401) is 39% lower than the citywide median (\$662). The 1995 estimated market rate rent, however, is only 5.8% lower than the citywide value. Housing unit density is almost equal to the citywide average of 11.0 units per acre.

Business Patterns and Jobs: Economic Vitality

The South of Market District has 10.8% of total jobs citywide. Retail (40%), office (28%), and industrial (27%) establishments predominate. The sectors with the greatest number of employees are industrial (40%), office (24%), and retail (20%). Most employees fall into either the "other" race (27%) or white (51%) category. The South of Market District accounts for 9.3% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (43% of total district receipts), industrial (36%), and office (16%) sectors. Average total gross receipts per establishment are higher than the citywide average by 59%, with retail average receipts exceeding the citywide average by 80% and industrial by 29%. Average total receipts per worker, however, are 14% lower than the citywide average.

South of Market District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	21,891	3.02% of the citywide total
White	7,483	34.18%
African-American	2,322	10.61%
Asian/Pacific Islander	5,563	25.41%
Hispanic *	6,299	28.77%
Other	224	1.02%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	11,129	2.70% of the citywide total
White	5,954	53.50%
African-American	866	7.78%
Asian/Pacific Islander	2,597	23.34%
Hispanic Origin **	3,317	29.81%
Other	1,712	15.38%
District residents who work in the district	1,858	16.70%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	12.60% compared with the citywide rate of 6.3%
White	11.30%
African-American	38.10%
Asian/Pacific Islander	8.20%
Hispanic Origin **	14.90%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	54.42%
Some college, no degree	19.68%
Assoc. degree	4.42%
Bachelors	15.87%
Grad/Professional degree	5.61%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$17,070	51.09%
White	\$20,630	57.07%
African-American	\$9,496	43.45%
Asian/Pacific Islander	\$13,993	42.21%
Hispanic Origin **	\$17,528	58.36%
Other	\$17,894	60.34%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	9,731	100.00%
Executive, administrative & managerial	1,187	12.20%
Professional specialty	1,063	10.92%
Technician & related support	285	2.93%
Sales	777	7.98%
Administrative support	1,633	16.78%
Private Household	183	1.88%
Protective Service	246	2.53%
Service, excluding private & protective	2,133	21.92%
Farming, forestry, & fishing	100	1.03%
Precision production, craft & repair	877	9.01%
Machine operators, assemblers & inspectors	545	5.60%
Transportation & material moving	367	3.77%
Handlers, equipment cleaners, helpers & laborers	335	3.44%

Industry	All races	Percentage of Total
TOTAL	9,731	100.00%
Agriculture, forestry & fisheries	112	1.15%
Mining	7	0.07%
Construction	561	5.77%
Manufacturing, nondurable goods	759	7.80%
Manufacturing, durable goods	434	4.46%
Transportation	383	3.94%
Communications & public utilities	213	2.19%
Wholesale trade	230	2.36%
Retail trade	1,965	20.19%
FIRE	803	8.25%
Business and repair services	746	7.67%
Personal services	850	8.73%
Entertainment & rec services	231	2.37%
Health services	531	5.46%
Education services	487	5.00%
Other professional services	1,072	11.02%
Public administration	347	3.57%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area:	41.82 million square feet	3.21% of the citywide total
Total Open Space:	0.42 million square feet	0.18% of the citywide total open space
		1.01% of the district's total gross land
		18.39% is the citywide ratio of total open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	22,352	100.00%	26,070,620	100.00%
Office	1,662	7.44%	6,966,461	26.72%
Retail	3,624	16.22%	5,301,391	20.33%
Industrial	7,384	33.04%	5,512,504	21.14%
Cultural/Institutional	407	1.82%	551,840	2.12%
Hotel	631	2.82%	1,531,426	5.87%
Residential	2,914	13.04%	5,179,348	19.87%
Residential/Retail	305	1.37%	575,044	2.21%
Public, Vacant, & Other	5,423	24.26%	452,606	1.74%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$2,035,116,130	\$79	\$93
Office	\$637,194,788	\$91	\$106
Retail	\$366,926,776	\$69	\$97
Industrial	\$383,528,089	\$70	\$58
Cultural/Institutional	\$27,387,418	\$50	\$114
Hotel	\$167,164,678	\$109	\$106
Residential	\$421,873,927	\$81	\$92
Residential/Retail	\$31,040,454	\$54	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Land Use Citywide	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	985	4.75%	\$110,820	16.93%	\$113
Office	456	18.57%	\$33,575	20.93%	\$74
Retail	224	11.49%	\$17,855	19.30%	\$80
Industrial	54	21.86%	\$1,859	13.64%	\$34
Cult/Inst	27	5.36%	\$30,370	37.07%	\$1,125
Hotel	12	10.43%	\$9,001	54.52%	\$750
Residential	209	1.35%	\$18,016	6.42%	\$86
Other	3	13.64%	\$144	88.34%	\$48
Completed	269	4.00%	\$8,915	11.42%	\$33

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	9,876	100.00%	3.01%
Occupied	8,861	89.72%	2.90%
Vacant	1,015	10.28%	4.43%
Owner-occupied	674	7.61%	0.64%
Renter-occupied	8,187	92.39%	4.09%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	9,864	3.00%	of citywide total
Housing Units per Acre	10.10	11.00	is the citywide average
Persons per Housing Unit	2.20	2.20	is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	8,187	100.00%	4.10%
Less than \$100	61	0.75%	7.69%
\$100 to \$199	1,339	16.36%	13.72%
\$200 to \$299	864	10.55%	8.88%
\$300 to \$399	1,483	18.11%	9.30%
\$400 to \$499	950	11.60%	4.19%
\$500 to \$599	1,214	14.83%	4.78%
\$600 to \$699	695	8.49%	2.75%
\$700 to \$749	353	4.31%	2.81%
\$750 to \$999	904	11.04%	1.97%
\$1,000 or more	260	3.18%	0.96%
No cash rent	64	0.78%	1.47%

Median Gross Rent \$401 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent \$772 compared with citywide average of \$819
(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent \$926 compared with citywide average of \$983
(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 3.86 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	2,882	100.00%	7.10%
Office	819	28.42%	5.22%
Retail	1,145	39.73%	7.83%
Industrial	771	26.75%	12.02%
Cult/Inst	83	2.88%	2.51%
Hotel	64	2.22%	12.05%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	18	12
Office	16	11
Retail	9	6
Industrial	27	17
Cult/Inst	57	26
Hotel	55	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Receipts Citywide
TOTAL	\$2,543,875	100.00%	9.30%
Office	\$406,736	15.99%	3.70%
Retail	\$1,094,739	43.03%	14.11%
Industrial	\$928,332	36.49%	15.37%
Cult/Inst	\$39,586	1.56%	2.58%
Hotel	\$74,482	2.93%	7.34%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$883	\$556	\$48	\$56
Office	\$497	\$702	\$31	\$63
Retail	\$956	\$532	\$104	\$84
Industrial	\$1,204	\$932	\$44	\$54
Cult/Inst	\$477	\$463	\$8	\$18
Hotel	\$1,164	\$1,912	\$21	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	52,909	100.00%	10.82%
Office	12,922	24.42%	7.43%
Retail	10,510	19.86%	11.33%
Industrial	21,152	39.98%	19.00%
Cult/Inst	4,736	8.95%	5.49%
Hotel	3,497	6.61%	15.15%
Government	N/A	N/A	N/A
Other	91	0.17%	6.51%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	59,446	10.48% of the citywide total
White	30,318	51.00%
African-American	5,149	8.66%
Hispanic *	7,970	13.41%
Other	16,009	26.93%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

8.

MISSION





MISSION DISTRICT

Population and Work Force: The People

Almost 10% of San Franciscans live in the Mission District. These residents are primarily Hispanic (48%) and white (32%), with one-third of San Francisco's total Hispanic population living there. A higher percentage of residents have received a high school degree or less (53%) than citywide (40%) while a lower percentage of residents hold a college or advanced degree (25% compared to 35%). Unemployment is higher than the citywide rate and income is 10% lower than the citywide median, with Hispanics earning 9% less than the median for that ethnic group citywide. The most common occupation groups are service (22%), administrative support (16%), and professional specialty (15%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The Mission District is primarily residential with 69% of the total building area used for that purpose. The value per square foot of this residential property, however, is lower than the citywide average by 17%. As is true for the rest of San Francisco, most residents rent their domiciles (70%), with the median gross rent almost equal to the citywide median of \$662. A discrepancy exists between the two subdistricts of the Mission District, Mission and Bernal Heights. Bernal Heights rents are substantially more expensive. Housing unit density is higher (16.8 units per acre) than citywide (11.0 units per acre).

Business Patterns and Jobs: Economic Vitality

The Mission District has 3.3% of total jobs citywide. Retail (45%) and office (30%) establishments predominate. The sectors with the greatest number of employees are cultural/institutional (35%), industrial (28%), and retail (25%). Although more residents are Hispanic than white, more employees are white (46%) than Hispanic (26%). The Mission District accounts for 2.6% of the total gross receipts from citywide establishments. Most of the revenue generated in this district comes from the retail (47% of total district receipts) and industrial (31%) sectors. Average gross receipts per establishment for all land uses in the Mission District are lower than the citywide average, with the total about one-half that of the citywide average. Average gross receipts per worker are also lower for Mission District employees by 23% than those citywide.

Mission District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	67,563	9.33% of the citywide total
White	21,407	31.68%
African-American	3,653	5.41%
Asian/Pacific Islander	9,863	14.60%
Hispanic *	32,099	47.51%
Other	541	0.80%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	38,554	9.35% of the citywide total
White	22,116	57.36%
African-American	1,685	4.37%
Asian/Pacific Islander	5,496	14.26%
Hispanic Origin **	17,087	44.32%
Other	9,257	24.01%
District residents who work in the district	3,582	9.29%

Unemployment, 1990:

(Universe: District residents within each ethnicity district wide, 16 and over)

TOTAL	9.30% compared with the citywide rate of 6.3%
White	7.50%
African-American	13.10%
Asian/Pacific Islander	8.70%
Hispanic Origin **	11.50%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	53.24%
Some college, no degree	16.77%
Assoc. degree	5.37%
Bachelors	15.91%
Grad/Professional degree	8.71%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$30,205	90.40%
White	\$31,154	86.19%
African-American	\$21,548	98.58%
Asian/Pacific Islander	\$35,319	106.56%
Hispanic Origin **	\$27,247	90.72%
Other	\$27,937	94.21%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:

(Universe: District residents, 16 and over)

Occupations	All races	Percentage of Total
TOTAL	34,971	100.00%
Executive, administrative & managerial	3,391	9.70%
Professional specialty	5,152	14.73%
Technician & related support	912	2.61%
Sales	2,831	8.10%
Administrative support	5,560	15.90%
Private Household	654	1.87%
Protective Service	367	1.05%
Service, excluding private & protective	7,720	22.08%
Farming, forestry, & fishing	350	1.00%
Precision production, craft & repair	3,370	9.64%
Machine operators, assemblers & inspectors	2,013	5.76%
Transportation & material moving	1,205	3.45%
Handlers, equipment cleaners, helpers & laborers	1,446	4.13%

Industry	All races	Percentage of Total
TOTAL	34,971	100.00%
Agriculture, forestry & fisheries	406	1.16%
Mining	26	0.07%
Construction	2,251	6.44%
Manufacturing, nondurable goods	2,210	6.32%
Manufacturing, durable goods	1,453	4.15%
Transportation	1,757	5.02%
Communications & public utilities	848	2.42%
Wholesale trade	1,232	3.52%
Retail trade	6,989	19.99%
FIRE	2,337	6.68%
Business and repair services	2,935	8.39%
Personal services	3,088	8.83%
Entertainment & rec services	595	1.70%
Health services	2,398	6.86%
Education services	1,808	5.17%
Other professional services	3,689	10.55%
Public administration	949	2.71%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area:	64.12 million square feet	4.93% of the citywide total
Total Open Space:	3 million square feet	1.13% of the citywide total open space
		4.22% of the district's total gross land
		18.39% is the citywide ratio of total open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	34,108	100.00%	29,014,353	100.00%
Office	453	1.33%	553,851	1.91%
Office/Retail	3	0.01%	5,475	0.02%
Office/Industrial	8	0.02%	18,872	0.07%
Retail	1,719	5.04%	1,553,847	5.36%
Industrial	2,456	7.20%	2,502,269	8.62%
Cultural/Institutional	1,878	5.50%	549,114	1.89%
Hotel	341	1.00%	1,719,741	5.93%
Residential	20,832	61.08%	20,150,869	69.45%
Residential/Retail	1,158	3.40%	1,834,275	6.32%
Public, Vacant, & Other	5,260	15.42%	126,040	0.43%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$2,292,962,359	\$79	\$93
Office	\$98,430,259	\$178	\$106
Office/Retail	\$767,380	\$140	\$59
Office/Industrial	\$1,119,968	\$59	\$51
Retail	\$102,633,269	\$66	\$97
Industrial	\$125,439,713	\$50	\$58
Cultural/Institutional	\$84,199,887	\$153	\$114
Hotel	\$231,130,033	\$134	\$106
Residential	\$1,529,950,319	\$76	\$92
Residential/Retail	\$119,291,531	\$65	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	1,294	6.24%	\$20,278	3.10%	\$16
Office	34	1.38%	\$1,521	0.95%	\$45
Retail	102	5.23%	\$2,216	2.39%	\$22
Industrial	18	7.29%	\$442	3.24%	\$25
Cult/Inst	37	7.34%	\$1,104	1.35%	\$30
Hotel	1	0.87%	\$3	0.02%	\$3
Residential	1,099	7.12%	\$14,981	5.34%	\$14
Other	3	13.64%	\$11	6.75%	\$4
Completed	401	5.96%	\$2,334	2.99%	\$6

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	24,813	100.00%	7.55%
Occupied	23,337	94.05%	7.64%
Vacant	1,476	5.95%	6.45%
Owner-occupied	7,044	30.18%	6.68%
Renter-occupied	16,293	69.82%	8.14%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	24,813	7.55% of citywide total
Housing Units per Acre	16.80	11.00 is the citywide average
Persons per Housing Unit	2.70	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

Total Rent	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	16,267	100.00%	8.15%
Less than \$100	42	0.26%	5.30%
\$100 to \$199	480	2.95%	4.92%
\$200 to \$299	855	5.26%	8.79%
\$300 to \$399	1,421	8.74%	8.92%
\$400 to \$499	2,329	14.32%	10.26%
\$500 to \$599	1,955	12.02%	7.70%
\$600 to \$699	2,567	15.78%	10.16%
\$700 to \$749	1,148	7.06%	9.13%
\$750 to \$999	3,951	24.29%	8.60%
\$1,000 or more	1,362	8.37%	5.02%
No cash rent	157	0.97%	3.60%

Median Gross Rent \$639 compared with citywide median of \$662

*(Including rent controlled units)***1989 Average Market Rate Rent by Sub-district:**

Mission \$659 compared with citywide average of \$819
 Bernal Heights \$821

(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent by Sub-district:

Mission \$791 compared with citywide average of \$983
 Bernal Heights \$985

(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:

Worker Spatial

Density: 3.51 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	2,556	100.00%	6.30%
Office	766	29.97%	4.89%
Retail	1,145	44.80%	7.83%
Industrial	407	15.92%	6.35%
Cult/Inst	210	8.22%	6.34%
Hotel	28	1.10%	5.27%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	6	12
Office	2	11
Retail	4	6
Industrial	11	17
Cult/Inst	27	26
Hotel	1	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Receipts Citywide
TOTAL	\$697,077	100.00%	2.55%
Office	\$79,817	11.45%	0.73%
Retail	\$329,563	47.28%	4.25%
Industrial	\$218,135	31.29%	3.61%
Cult/Inst	\$64,582	9.26%	4.21%
Hotel	\$4,980	0.71%	0.49%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$273	\$556	\$43	\$56
Office	\$104	\$702	\$46	\$63
Retail	\$288	\$532	\$80	\$84
Industrial	\$536	\$932	\$47	\$54
Cult/Inst	\$308	\$463	\$11	\$18
Hotel	\$178	\$1,912	\$339	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	16,281	100.00%	3.33%
Office	1,748	10.74%	1.01%
Retail	4,107	25.23%	4.43%
Industrial	4,617	28.36%	4.15%
Cult/Inst	5,745	35.28%	6.65%
Hotel	15	0.09%	0.06%
Government	N/A	N/A	N/A
Other	49	0.30%	3.50%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	22,497	3.97% of the citywide total
White	10,296	45.77%
African-American	1,513	6.73%
Hispanic *	5,913	26.28%
Other	4,775	21.23%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

9.

POTRERO





POTRERO/MISSION BAY

Population and Work Force: The People

About 2% of San Francisco's total population lives in the Potrero/Mission Bay District. These residents are mostly white (61%) or African-American (18%). Three percent more residents have received a bachelor's or advanced degree than have citywide (40%) while there are 9% fewer residents than the citywide rate of 35% who have an educational level of high school or less. This district's unemployment rate is slightly higher (6.7%) than citywide (6.3%), with the rate for African-Americans equal to 23.5%. Income is 7% higher than the citywide median for all ethnic groups, with whites earning 14% above the median for that group and African-Americans earning 27% below the median for African-Americans citywide. The most common occupation groups are professional specialty (24%); executive, administrative and managerial (20%); and administrative support (16%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land uses as measured by total building area are residential (36%), industrial (34%), and office (17%). Average property values are 17% lower than those citywide; residence values are 15% higher than citywide, but office values are 49% lower than citywide. A higher percentage of residents rent (74%) than do citywide (65%). The median rent (\$857) is 29% higher than the citywide median (\$662). Housing unit density is one-third of the citywide average of 11.0 units per acre.

Business Patterns and Jobs: Economic Vitality

The Potrero/Mission Bay District has 6.8% of total jobs citywide. Office (43%), retail (28%), and industrial (25%) establishments predominate. The sectors with the greatest number of employees are industrial (55%), office (26%), and retail (11%). Most employees fall into either the "other" race (23%) or white (57%) category. The Potrero/Mission Bay District accounts for 8.2% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the industrial (47% of total district receipts), office (27%), and retail (21%) sectors. Average total gross receipts per establishment are higher than the citywide average by 70%, with industrial average receipts exceeding the citywide average by 89%. Average total receipts per worker are higher by 21% than the citywide average.

Potrero/Mission Bay District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	16,888	2.33% of the citywide total
White	10,321	61.11%
African-American	2,995	17.73%
Asian/Pacific Islander	1,832	10.85%
Hispanic *	1,628	9.64%
Other	112	0.66%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	8,652	2.10% of the citywide total
White	6,519	75.35%
African-American	1,013	11.71%
Asian/Pacific Islander	767	8.87%
Hispanic Origin **	863	9.97%
Other	353	4.08%
District residents who work in the district	1,771	20.47%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	6.70% compared with the citywide rate of 6.3%
White	3.30%
African-American	23.50%
Asian/Pacific Islander	12.10%
Hispanic Origin **	7.60%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	31.69%
Some college, no degree	23.31%
Assoc. degree	7.04%
Bachelors	24.34%
Grad/Professional degree	13.63%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$35,726	106.92%
White	\$41,221	114.04%
African-American	\$15,918	72.83%
Asian/Pacific Islander	\$27,826	83.95%
Hispanic Origin **	\$36,510	121.56%
Other	\$32,384	109.21%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	8,073	100.00%
Executive, administrative & managerial	1,586	19.65%
Professional specialty	1,934	23.96%
Technician & related support	333	4.12%
Sales	1,036	12.83%
Administrative support	1,328	16.45%
Private Household	16	0.20%
Protective Service	128	1.59%
Service, excluding private & protective	773	9.58%
Farming, forestry, & fishing	25	0.31%
Precision production, craft & repair	428	5.30%
Machine operators, assemblers & inspectors	120	1.49%
Transportation & material moving	237	2.94%
Handlers, equipment cleaners, helpers & laborers	129	1.60%

Industry	All races	Percentage of Total
TOTAL	8,073	100.00%
Agriculture, forestry & fisheries	72	0.89%
Mining	19	0.24%
Construction	296	3.67%
Manufacturing, nondurable goods	343	4.25%
Manufacturing, durable goods	329	4.08%
Transportation	448	5.55%
Communications & public utilities	245	3.03%
Wholesale trade	258	3.20%
Retail trade	1,297	16.07%
FIRE	889	11.01%
Business and repair services	663	8.21%
Personal services	370	4.58%
Entertainment & rec services	235	2.91%
Health services	591	7.32%
Education services	473	5.86%
Other professional services	1,083	13.42%
Public administration	462	5.72%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area: 94.79 million square feet

7.28% of the citywide total

Total Open Space: 1 million square feet

0.34% of the citywide total open space

0.86% of the district's total gross land
18.39% is the citywide ratio of total
open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	35,538	100.00%	13,531,598	100.00%
Office	826	2.33%	2,271,922	16.79%
Retail	894	2.52%	935,072	6.91%
Industrial	16,941	47.67%	4,645,297	34.33%
Cultural/Institutional	271	0.76%	70,113	0.52%
Hotel	29	0.08%	45,004	0.33%
Residential	6,537	18.39%	4,911,862	36.30%
Residential/Retail	246	0.69%	626,230	4.63%
Public, Vacant, & Other	9,794	27.56%	26,098	0.19%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$1,046,383,394	\$77	\$93
Office	\$122,895,516	\$54	\$106
Retail	\$63,413,557	\$68	\$97
Industrial	\$277,113,986	\$60	\$58
Cultural/Institutional	\$6,538,217	\$93	\$114
Hotel	\$2,414,358	\$54	\$106
Residential	\$519,043,072	\$106	\$92
Residential/Retail	\$54,964,688	\$88	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	745	3.59%	\$68,734	10.50%	\$92
Office	267	10.88%	\$11,856	7.39%	\$44
Retail	60	3.08%	\$3,156	3.41%	\$53
Industrial	55	22.27%	\$4,849	35.58%	\$88
Cult/Inst	32	6.35%	\$886	1.08%	\$28
Hotel	1	0.87%	\$20	0.12%	\$20
Residential	326	2.11%	\$47,539	16.94%	\$146
Other	4	18.18%	\$428	262.58%	\$107
Completed	207	3.08%	\$4,107	5.26%	\$20

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	7,700	100.00%	2.34%
Occupied	6,740	87.53%	2.21%
Vacant	960	12.47%	4.19%
Owner-occupied	1,778	26.38%	1.69%
Renter-occupied	4,962	73.62%	2.48%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	7,721	2.35% of citywide total
Housing Units per Acre	3.60	11.00 is the citywide average
Persons per Housing Unit	2.20	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	4,927	100.00%	2.47%
Less than \$100	0	0.00%	0.00%
\$100 to \$199	315	6.39%	3.23%
\$200 to \$299	211	4.28%	2.17%
\$300 to \$399	180	3.65%	1.13%
\$400 to \$499	226	4.59%	1.00%
\$500 to \$599	309	6.27%	1.22%
\$600 to \$699	384	7.79%	1.52%
\$700 to \$749	305	6.19%	2.42%
\$750 to \$999	1,237	25.11%	2.69%
\$1,000 or more	1,193	24.21%	4.39%
No cash rent	567	11.51%	13.02%

Median Gross Rent \$857 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent \$939 compared with citywide average of \$819
(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent \$1,127 compared with citywide average of \$983

(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 1.74 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	2,363	100.00%	5.82%
Office	1,022	43.25%	6.52%
Retail	660	27.93%	4.51%
Industrial	592	25.05%	9.23%
Cult/Inst	81	3.43%	2.45%
Hotel	8	0.34%	1.51%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	14	12
Office	8	11
Retail	6	6
Industrial	31	17
Cult/Inst	29	26
Hotel	3	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Receipts Citywide
TOTAL	\$2,229,897	100.00%	8.16%
Office	\$609,362	27.33%	5.54%
Retail	\$477,345	21.41%	6.15%
Industrial	\$1,042,998	46.77%	17.27%
Cult/Inst	\$98,200	4.40%	6.41%
Hotel	\$1,992	0.09%	0.20%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$944	\$556	\$68	\$56
Office	\$596	\$702	\$71	\$63
Retail	\$723	\$532	\$131	\$84
Industrial	\$1,762	\$932	\$57	\$54
Cult/Inst	\$1,212	\$463	\$41	\$18
Hotel	\$249	\$1,912	\$87	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	33,013	100.00%	6.75%
Office	8,572	25.97%	4.93%
Retail	3,649	11.05%	3.93%
Industrial	18,273	55.35%	16.41%
Cult/Inst	2,381	7.21%	2.76%
Hotel	23	0.07%	0.10%
Government	N/A	N/A	N/A
Other	115	0.35%	8.20%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	41,419	7.30% of the citywide total
White	23,728	57.29%
African-American	3,476	8.39%
Hispanic *	4,855	11.72%
Other	9,360	22.60%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

10.

SOUTH BAYSHORE



SOUTH BAYSHORE DISTRICT

Population and Work Force: The People

Four percent of San Francisco's population lives in the South Bayshore District. Most residents are African American (61%) or Asian/Pacific Islander (22%). The majority have an education level of high school or less (64%) and 9% have earned a bachelor's or advanced degree compared to 35% citywide. Unemployment is much higher at 13.3% than the citywide rate of 6.3% with the rate for African-Americans at 17.8%. Income is 24% below the citywide median, although African-Americans earn 99% of the citywide median and Asian/Pacific Islanders earn 17% above median for those ethnicities. The most common occupation groups are administrative support (26%), service (17%), and sales (10%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land uses as measured by total building area are industrial (47%) and residential (44%). Property values for industrial and residential are beneath the citywide average by 16% and 20% respectively. A much higher percentage of residents own their homes in South Bayshore (53%) than do citywide (35%). For renters, the median gross rent of \$477 is 28% below the citywide median of \$662. However, the 1995 estimated market rate average rent for South Bayshore is only 6% lower than that for the city. South Bayshore has far fewer housing units per acre (2.9) than the citywide average (11.0).

Business Patterns and Jobs: Economic Vitality

The South Bayshore District has 4.7% of total jobs citywide. Industrial (43%), office (27%), and retail (27%) predominate. The sectors with the highest number of employees are industrial (57%), cultural/institutional (16%), and retail (14%). Although most residents are African-American, they comprise only 13% of the workforce while whites account for 45%. The South Bayshore District accounts for 6.1% of the total gross receipts for citywide establishments. Most of the revenue generated in this district is from the industrial (65% of total district receipts) and retail (20%) sectors. Average receipts per establishment are almost twice as high as the citywide average, primarily because the industrial (South Bayshore's figure is 74% higher than citywide) and retail (a 49% difference in favor of South Bayshore) uses. Average receipts per worker are also higher for these land uses by 30%.

South Bayshore District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	28,255	3.90% of the citywide total
White	2,559	9.06%
African-American	17,239	61.01%
Asian/Pacific Islander	6,123	21.67%
Hispanic *	2,258	7.99%
Other	76	0.27%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	11,435	2.77% of the citywide total
White	1,377	12.04%
African-American	6,564	57.40%
Asian/Pacific Islander	3,013	26.35%
Hispanic Origin **	847	7.41%
Other	481	4.21%
District residents who work in the district	1,413	12.36%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	13.30% compared with the citywide rate of 6.3%
White	3.30%
African-American	17.80%
Asian/Pacific Islander	8.70%
Hispanic Origin **	8.10%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	63.63%
Some college, no degree	20.63%
Assoc. degree	6.51%
Bachelors	6.31%
Grad/Professional degree	2.92%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$25,485	76.27%
White	\$33,556	92.84%
African-American	\$21,647	99.04%
Asian/Pacific Islander	\$38,798	117.05%
Hispanic Origin **	\$29,533	98.33%
Other	\$28,070	94.66%

* Hispanic is considered as distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	9,917	100.00%
Executive, administrative & managerial	898	9.06%
Professional specialty	690	6.96%
Technician & related support	210	2.12%
Sales	1,019	10.28%
Administrative support	2,550	25.71%
Private Household	80	0.81%
Protective Service	218	2.20%
Service, excluding private & protective	1,729	17.43%
Farming, forestry, & fishing	23	0.23%
Precision production, craft & repair	796	8.03%
Machine operators, assemblers & inspectors	642	6.47%
Transportation & material moving	609	6.14%
Handlers, equipment cleaners, helpers & laborers	453	4.57%

Industry	All races	Percentage of Total
TOTAL	9,925	100.00%
Agriculture, forestry & fisheries	34	0.34%
Mining	0	0.00%
Construction	569	5.73%
Manufacturing, nondurable goods	598	6.03%
Manufacturing, durable goods	406	4.09%
Transportation	1,355	13.65%
Communications & public utilities	289	2.91%
Wholesale trade	197	1.98%
Retail trade	1,708	17.21%
FIRE	887	8.94%
Business and repair services	699	7.04%
Personal services	466	4.70%
Entertainment & rec services	116	1.17%
Health services	769	7.75%
Education services	654	6.59%
Other professional services	664	6.69%
Public administration	514	5.18%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area:	139 million square feet	10.71% of the citywide total
Total Open Space:	14 million square feet	5.83% of the citywide total open space
		10.00% of the district's total gross land
		18.39% is the citywide ratio of total open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	56,004	100.00%	14,681,344	100.00%
Office	995	1.78%	348,580	2.37%
Retail	1,016	1.81%	374,002	2.55%
Industrial	22,751	40.62%	6,944,241	47.30%
Cultural/Institutional	648	1.16%	200,483	1.37%
Hotel	29	0.05%	10,416	0.07%
Residential	12,401	22.14%	6,525,415	44.45%
Residential/Retail	188	0.34%	227,703	1.55%
Public, Vacant, & Other	17,977	32.10%	50,504	0.34%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$909,037,263	\$62	\$93
Office	\$30,072,687	\$86	\$106
Retail	\$29,535,911	\$79	\$97
Industrial	\$337,831,775	\$49	\$58
Cultural/Institutional	\$17,255,689	\$86	\$114
Hotel	\$1,395,461	\$134	\$106
Residential	\$479,863,034	\$74	\$92
Residential/Retail	\$13,082,706	\$57	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	528	2.55%	\$18,492	2.83%	\$35
Office	39	1.59%	\$965	0.60%	\$25
Retail	32	1.64%	\$1,299	1.40%	\$41
Industrial	45	18.22%	\$3,693	27.10%	\$82
Cult/Inst	21	4.17%	\$2,643	3.23%	\$126
Hotel	1	0.87%	\$154	0.93%	\$154
Residential	390	2.53%	\$9,738	3.47%	\$25
Other	0	0.00%	\$0	0.00%	\$0
Completed	88	1.31%	\$1,193	1.53%	\$14

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	9,203	100.00%	2.80%
Occupied	8,600	93.45%	2.81%
Vacant	603	6.55%	2.63%
Owner-occupied	4,566	53.09%	4.33%
Renter-occupied	4,034	46.91%	2.02%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	9,251	2.82% of citywide total
Housing Units per Acre	2.90	11.00 is the citywide average
Persons per Housing Unit	3.00	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	3,991	100.00%	2.00%
Less than \$100	64	1.60%	8.07%
\$100 to \$199	620	15.53%	6.35%
\$200 to \$299	578	14.48%	5.94%
\$300 to \$399	483	12.10%	3.03%
\$400 to \$499	343	8.59%	1.51%
\$500 to \$599	452	11.33%	1.78%
\$600 to \$699	350	8.77%	1.39%
\$700 to \$749	155	3.88%	1.23%
\$750 to \$999	591	14.81%	1.29%
\$1,000 or more	330	8.27%	1.22%
No cash rent	25	0.63%	0.57%

Median Gross Rent \$477 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent \$770 compared with citywide average of \$819
(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent \$924 compared with citywide average of \$983
(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 0.89 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	1,529	100.00%	3.77%
Office	413	27.01%	2.63%
Retail	406	26.55%	2.78%
Industrial	664	43.43%	10.35%
Cult/Inst	45	2.94%	1.36%
Hotel	1	0.07%	0.19%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	15	12
Office	7	11
Retail	8	6
Industrial	20	17
Cult/Inst	79	26
Hotel	24	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Citywide Receipts
TOTAL	\$1,654,059	100.00%	6.05%
Office	\$183,642	11.10%	1.67%
Retail	\$322,677	19.51%	4.16%
Industrial	\$1,077,397	65.14%	17.84%
Cult/Inst	\$70,282	4.25%	4.58%
Hotel	\$61	0.00%	0.01%

Land Use	Average Receipts Per Establishment	Citywide Average Per Establishment	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$1,082	\$556	\$73	\$56
Office	\$445	\$702	\$64	\$63
Retail	\$795	\$532	\$98	\$84
Industrial	\$1,623	\$932	\$83	\$54
Cult/Inst	\$1,562	\$463	\$20	\$18
Hotel	\$61	\$1,912	\$3	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	22,752	100.00%	4.65%
Office	2,874	12.63%	1.65%
Retail	3,293	14.48%	3.55%
Industrial	12,961	56.97%	11.64%
Cult/Inst	3,553	15.62%	4.12%
Hotel	24	0.11%	0.10%
Government	N/A	N/A	N/A
Other	46	0.20%	3.29%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	31,283	5.51% of the citywide total
White	13,989	44.72%
African-American	4,077	13.03%
Hispanic *	5,004	16.00%
Other	8,213	26.25%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

II.

EXCELSIOR



EXCELSIOR

Population and Work Force: The People

Fourteen percent of San Franciscans live in the Excelsior District. This population is comprised of Asian/Pacific Islanders (36%), whites (25%), Hispanics (24%), and African-Americans (14%). A higher percentage of these residents have an education level of high school or less (56%) than citywide (40%), while a lower percentage have a bachelor's or advanced degree (19% compared to 40% citywide). The unemployment rate (7.6%) is higher than citywide (6.3%), with African-Americans having the highest rate at 13.4%. Median income for all races, however, is 13% higher than citywide; for their groups, Asian/Pacific Islanders earn 45% above median and African-Americans earn 21% more. The most common occupation groups are administrative support (23%); service (18%); professional specialty (10%); and executive, administrative and managerial (10%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land use as measured by total building area is residential (92%). Average property values are 29% lower than those citywide, with residential property values also 29% lower than residential citywide. A substantially higher percentage of residents own in the Excelsior District (67%) than do citywide (35%). The median rent (\$712) is 8% higher than the citywide median (\$662). Housing unit density (8.8 units per acre) is lower than citywide (11.0 units per acre).

Business Patterns and Jobs: Economic Vitality

The Excelsior District has 1.4% of total jobs citywide. Retail (39%), office (30%) and industrial (26%) establishments predominate. The sectors with the greatest number of employees are retail (28%), cultural/institutional (27%), industrial (24%), and office (19%). Most employees fall into either the "other" race (24%), white (47%), or Hispanic (17%) category. The Excelsior District accounts for 1.7% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (42% of total district receipts), industrial (31%), and cultural/institutional (17%) sectors. Average total gross receipts per establishment are 57% lower than the citywide average. Average total receipts per worker, however, are higher by 17% than the citywide average.

Excelsior District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	101,390	14.00% of the citywide total
White	25,000	24.66%
African-American	14,678	14.48%
Asian/Pacific Islander	36,873	36.37%
Hispanic *	24,028	23.70%
Other	811	0.80%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	52,174	12.65% of the citywide total
White	18,581	35.61%
African-American	6,311	12.10%
Asian/Pacific Islander	21,377	40.97%
Hispanic Origin **	12,314	23.60%
Other	5,905	11.32%
District residents who work in the district	2,430	4.66%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	7.60% compared with the citywide rate of 6.3%
White	6.60%
African-American	13.40%
Asian/Pacific Islander	6.80%
Hispanic Origin **	8.10%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	56.47%
Some college, no degree	17.86%
Assoc. degree	6.78%
Bachelors	13.54%
Grad/Professional degree	5.35%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$37,813	113.17%
White	\$34,942	96.67%
African-American	\$26,412	120.84%
Asian/Pacific Islander	\$47,923	144.58%
Hispanic Origin **	\$37,608	125.22%
Other	\$38,417	129.55%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	48,227	100.00%
Executive, administrative & managerial	4,709	9.76%
Professional specialty	4,777	9.91%
Technician & related support	1,619	3.36%
Sales	4,462	9.25%
Administrative support	10,924	22.65%
Private Household	554	1.15%
Protective Service	890	1.85%
Service, excluding private & protective	8,761	18.17%
Farming, forestry, & fishing	275	0.57%
Precision production, craft & repair	4,375	9.07%
Machine operators, assemblers & inspectors	3,006	6.23%
Transportation & material moving	1,787	3.71%
Handlers, equipment cleaners, helpers & laborers	2,088	4.33%

Industry	All races	Percentage of Total
TOTAL	48,227	100.00%
Agriculture, forestry & fisheries	279	0.58%
Mining	56	0.12%
Construction	2,789	5.78%
Manufacturing, nondurable goods	3,468	7.19%
Manufacturing, durable goods	1,861	3.86%
Transportation	4,157	8.62%
Communications & public utilities	1,494	3.10%
Wholesale trade	1,836	3.81%
Retail trade	8,628	17.89%
FIRE	4,417	9.16%
Business and repair services	3,123	6.48%
Personal services	3,040	6.30%
Entertainment & rec services	571	1.18%
Health services	4,287	8.89%
Education services	2,527	5.24%
Other professional services	3,541	7.34%
Public administration	2,153	4.46%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area: 158.92 million square feet

12.21% of the citywide total

Total Open Space: 21 million square feet

8.61% of the citywide total open space

12.96% of the district's total gross land

18.39% is the citywide ratio of total
open space to total gross land**Land Use and Land Area, 1996:***(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	97,190	100.00%	50,481,968	100.00%
Office	372	0.38%	379,308	0.75%
Retail	3,335	3.43%	1,232,625	2.44%
Industrial	946	0.97%	484,172	0.96%
Cultural/Institutional	4,423	4.55%	792,029	1.57%
Hotel	61	0.06%	82,354	0.16%
Residential	62,187	63.99%	46,283,704	91.68%
Residential/Retail	910	0.94%	1,014,292	2.01%
Public, Vacant, & Other	24,955	25.68%	213,484	0.42%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$3,298,827,198	\$66	\$93
Office	\$23,462,528	\$62	\$106
Retail	\$98,241,948	\$80	\$97
Industrial	\$18,802,310	\$39	\$58
Cultural/Institutional	\$73,900,989	\$93	\$114
Hotel	\$9,150,976	\$111	\$106
Residential	\$2,996,261,288	\$65	\$92
Residential/Retail	\$79,007,159	\$78	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	2,127	10.26%	\$37,791	5.77%	\$18
Office	13	0.53%	\$1,005	0.63%	\$77
Retail	88	4.52%	\$8,968	9.69%	\$102
Industrial	10	4.05%	\$88	0.65%	\$9
Cult/Inst	34	6.75%	\$3,495	4.27%	\$103
Hotel	1	0.87%	\$0	0.00%	\$0
Residential	1,977	12.81%	\$24,223	8.63%	\$12
Other	4	18.18%	\$12	7.36%	\$3
Completed	785	11.67%	\$4,053	5.19%	\$5

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	32,278	100.00%	9.83%
Occupied	30,899	95.73%	10.11%
Vacant	1,379	4.27%	6.03%
Owner-occupied	20,635	66.78%	19.56%
Renter-occupied	10,264	33.22%	5.13%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	32,232	9.81% of citywide total
Housing Units per Acre	8.80	11.00 is the citywide average
Persons per Housing Unit	3.10	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	10,062	100.00%	5.04%
Less than \$100	54	0.54%	6.81%
\$100 to \$199	605	6.01%	6.20%
\$200 to \$299	609	6.05%	6.26%
\$300 to \$399	647	6.43%	4.06%
\$400 to \$499	803	7.98%	3.54%
\$500 to \$599	1,070	10.63%	4.21%
\$600 to \$699	1,089	10.82%	4.31%
\$700 to \$749	616	6.12%	4.90%
\$750 to \$999	2,518	25.02%	5.48%
\$1,000 or more	1,776	17.65%	6.54%
No cash rent	275	2.73%	6.31%

Median Gross Rent \$712 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent by Sub-district:

Excelsior	\$834	compared with citywide average of \$819
Visitacion Valley	\$782	
Crocker Amazon	\$933	
Outer Mission	\$797	

(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent by Sub-district:

Excelsior	\$1,001	compared with citywide average of \$983
Visitacion Valley	\$938	
Crocker Amazon	\$1,120	
Outer Mission	\$956	

(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 0.77 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	1,937	100.00%	4.77%
Office	575	29.69%	3.67%
Retail	756	39.03%	5.17%
Industrial	497	25.66%	7.75%
Cult/Inst	106	5.47%	3.20%
Hotel	3	0.15%	0.56%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	4	12
Office	2	11
Retail	3	6
Industrial	3	17
Cult/Inst	18	26
Hotel	8	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Citywide Receipts
TOTAL	\$458,744	100.00%	1.68%
Office	\$41,918	9.14%	0.38%
Retail	\$194,677	42.44%	2.51%
Industrial	\$143,038	31.18%	2.37%
Cult/Inst	\$77,936	16.99%	5.08%
Hotel	\$1,175	0.26%	0.12%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$237	\$556	\$65	\$56
Office	\$73	\$702	\$32	\$63
Retail	\$258	\$532	\$98	\$84
Industrial	\$288	\$932	\$83	\$54
Cult/Inst	\$735	\$463	\$41	\$18
Hotel	\$392	\$1,912	\$47	\$44

Employment by Land Use, 1993:*(Universe: Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	7,025	100.00%	1.44%
Office	1,303	18.55%	0.75%
Retail	1,994	28.38%	2.15%
Industrial	1,714	24.40%	1.54%
Cult/Inst	1,913	27.23%	2.22%
Hotel	25	0.35%	0.11%
Government	N/A	N/A	N/A
Other	76	1.08%	5.42%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	14,234	2.51% of the citywide total
White	6,701	47.08%
African-American	1,678	11.79%
Hispanic *	2,403	16.88%
Other	3,452	24.25%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

12.

WEST PORTAL TWIN PEAKS





WEST PORTAL/TWIN PEAKS

Population and Work Force: The People

About 6% of the total San Francisco population lives in the West Portal/Twin Peaks District. These residents are mostly white (65%) and Asian/Pacific Islander (18%).

A substantially higher percentage of residents hold a bachelor's or advanced degree than do citywide (49% compared to 35%) and a higher percentage also have an educational level of high school or less (28% compared to 22%). The unemployment rate (3.2%) is substantially lower than citywide (6.3%). Median income for all races is 49% higher than the median citywide. The most common occupation groups are professional specialty (28%); executive, administrative and managerial (20%); and administrative support (16%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land use as measured by total building area is residential (93%). Average property values are 16% higher than those citywide, with residential property values also 16% higher than residential citywide. The split between renters and owners (66% own, 34% rent) is the reverse of the split citywide. The median rent (\$764) is 15% higher than the citywide median (\$662). 1995 estimated market rate rents for the sub-districts vary greatly, from a minimum of 8% higher than the citywide average for Forest Hill/West Portal to 203% higher for St. Francis Wood. Housing unit density (7.8 units per acre) is lower than density citywide (11.0 units per acre).

Business Patterns and Jobs: Economic Vitality

The West Portal/Twin Peaks District has 1.1% of total jobs citywide. Office (44%), retail (31%), and industrial (17%) establishments predominate. The sectors with the greatest number of employees are office (35%), retail (29%), and cultural/institutional (21%). Most employees fall into either the "other" race (20%) or white (59%) category. The West Portal/Twin Peaks District accounts for 0.63% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (42% of total district receipts), industrial (27%), and office (21%) sectors. Average total gross receipts per establishment are 79% lower than the citywide average. Average total receipts per worker are 45% lower than the citywide average.

West Portal/Twin Peaks District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	45,179	6.24% of the citywide total
White	29,242	64.72%
African-American	2,487	5.50%
Asian/Pacific Islander	8,319	18.41%
Hispanic *	4,913	10.87%
Other	218	0.48%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	25,616	6.21% of the citywide total
White	18,459	72.06%
African-American	1,219	4.76%
Asian/Pacific Islander	4,762	18.59%
Hispanic Origin **	2,750	10.74%
Other	1,176	4.59%
District residents who work in the district	1,553	6.06%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	3.20% compared with the citywide rate of 6.3%
White	2.90%
African-American	5.20%
Asian/Pacific Islander	3.60%
Hispanic Origin **	4.10%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	27.80%
Some college, no degree	16.79%
Assoc. degree	6.53%
Bachelors	26.07%
Grad/Professional degree	22.82%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$49,856	149.21%
White	\$50,339	139.26%
African-American	\$39,931	182.69%
Asian/Pacific Islander	\$53,743	162.14%
Hispanic Origin **	\$43,092	143.48%
Other	\$45,901	154.79%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	24,788	100.00%
Executive, administrative & managerial	4,860	19.61%
Professional specialty	6,992	28.21%
Technician & related support	1,160	4.68%
Sales	2,880	11.62%
Administrative support	4,017	16.21%
Private Household	114	0.46%
Protective Service	339	1.37%
Service, excluding private & protective	1,722	6.95%
Farming, forestry, & fishing	128	0.52%
Precision production, craft & repair	1,419	5.72%
Machine operators, assemblers & inspectors	334	1.35%
Transportation & material moving	405	1.63%
Handlers, equipment cleaners, helpers & laborers	418	1.69%

Industry	All races	Percentage of Total
TOTAL	24,788	100.00%
Agriculture, forestry & fisheries	93	0.38%
Mining	45	0.18%
Construction	1,090	4.40%
Manufacturing, nondurable goods	1,054	4.25%
Manufacturing, durable goods	668	2.69%
Transportation	1,424	5.74%
Communications & public utilities	685	2.76%
Wholesale trade	849	3.43%
Retail trade	2,986	12.05%
FIRE	2,710	10.93%
Business and repair services	1,528	6.16%
Personal services	779	3.14%
Entertainment & rec services	510	2.06%
Health services	3,124	12.60%
Education services	2,527	10.19%
Other professional services	3,517	14.19%
Public administration	1,199	4.84%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area: 108.73 million square feet

8.35% of the citywide total

Total Open Space: 8 million square feet

3.44% of the citywide total open space

7.56% of the district's total gross land
18.39% is the citywide ratio of total
open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	63,122	100.00%	24,915,590	100.00%
Office	477	0.76%	870,622	3.49%
Office/Retail	8	0.01%	11,514	0.05%
Retail	669	1.06%	394,880	1.58%
Industrial	48	0.08%	21,294	0.09%
Cultural/Institutional	5,067	8.03%	157,888	0.63%
Hotel	10	0.02%	26,527	0.11%
Residential	43,885	69.52%	23,160,647	92.96%
Residential/Retail	287	0.45%	263,243	1.06%
Public, Vacant, & Other	12,671	20.07%	8,975	0.04%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$2,692,972,172	\$108	\$93
Office	\$98,226,639	\$113	\$106
Office/Retail	\$1,993,433	\$173	\$59
Retail	\$48,138,403	\$122	\$97
Industrial	\$3,465,099	\$163	\$58
Cultural/Institutional	\$20,736,353	\$131	\$114
Hotel	\$3,104,546	\$117	\$106
Residential	\$2,489,724,008	\$107	\$92
Residential/Retail	\$27,583,691	\$105	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	1,802	8.69%	\$19,853	3.03%	\$11
Office	14	0.57%	\$377	0.24%	\$27
Retail	53	2.72%	\$903	0.98%	\$17
Industrial	0	0.00%	\$0	0.00%	N/A
Cult/Inst	11	2.18%	\$1,621	1.98%	\$147
Hotel	1	0.87%	\$140	0.85%	\$140
Residential	1,721	11.15%	\$16,809	5.99%	\$10
Other	2	9.09%	\$3	1.84%	\$2
Completed	806	11.99%	\$4,730	6.06%	\$6

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	19,490	100.00%	5.93%
Occupied	18,782	96.37%	6.15%
Vacant	708	3.63%	3.09%
Owner-occupied	12,337	65.69%	11.69%
Renter-occupied	6,445	34.31%	3.22%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	19,490	5.93% of citywide total
Housing Units per Acre	7.80	11.00 is the citywide average
Persons per Housing Unit	2.30	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	6,445	100.00%	3.23%
Less than \$100	22	0.34%	2.77%
\$100 to \$199	129	2.00%	1.32%
\$200 to \$299	112	1.74%	1.15%
\$300 to \$399	237	3.68%	1.49%
\$400 to \$499	397	6.16%	1.75%
\$500 to \$599	870	13.50%	3.43%
\$600 to \$699	898	13.93%	3.56%
\$700 to \$749	461	7.15%	3.67%
\$750 to \$999	1,767	27.42%	3.84%
\$1,000 or more	1,387	21.52%	5.11%
No cash rent	165	2.56%	3.79%

Median Gross Rent \$764 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent by Sub-district:

Twin Peaks	\$786	compared with citywide average of \$819
Forest Hill/West Portal	\$847	
Ingleside Terrace	\$1,184	
Mount Davidson	\$1,286	
St. Francis Wood	\$2,383	
Diamond Heights	\$1,022	
Glen Park	\$944	

(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent by Sub-district:

Twin Peaks	\$943	compared with citywide average of \$983
Forest Hill/West Portal	\$1,016	
Ingleside Terrace	\$1,421	
Mount Davidson	\$1,543	
St. Francis Wood	\$2,860	
Diamond Heights	\$1,226	
Glen Park	\$1,133	

(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 0.88 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	1,495	100.00%	3.68%
Office	651	43.55%	4.15%
Retail	470	31.44%	3.21%
Industrial	252	16.86%	3.93%
Cult/Inst	122	8.16%	3.69%
Hotel	N/A	0.00%	0.00%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	4	12
Office	3	11
Retail	3	6
Industrial	3	17
Cult/Inst	10	26
Hotel	N/A	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Citywide Receipts
TOTAL	\$171,369	100.00%	0.63%
Office	\$35,381	20.65%	0.32%
Retail	\$71,597	41.78%	0.92%
Industrial	\$46,224	26.97%	0.77%
Cult/Inst	\$18,167	10.60%	1.19%
Hotel	\$0	0.00%	0.00%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$115	\$556	\$31	\$56
Office	\$54	\$702	\$18	\$63
Retail	\$152	\$532	\$44	\$84
Industrial	\$183	\$632	\$65	\$54
Cult/Inst	\$149	\$463	\$16	\$18
Hotel	\$0	\$1,912	\$0	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	5,505	100.00%	1.13%
Office	1,934	35.13%	1.11%
Retail	1,610	29.26%	1.74%
Industrial	708	12.87%	0.64%
Cult/Inst	1,172	21.28%	1.36%
Hotel	4	0.08%	0.02%
Government	N/A	N/A	N/A
Other	76	1.38%	5.41%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	13,435	2.37% of the citywide total
White	7,882	58.67%
African-American	1,334	9.93%
Hispanic *	1,575	11.72%
Other	2,644	19.68%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

13.

NOE VALLEY UPPER MARKET



NOE VALLEY/UPPER MARKET

Population and Work Force: The People

About 5% of San Franciscans live in the Noe Valley/Upper Market District. These residents are mostly white (79%) or Hispanic (10%). A substantially higher percentage of residents (52%) have a bachelor's or advanced degree than do citywide (35%) while the percentage of those with an education level of high school or less is 20%, one-half the percentage citywide. The unemployment rate (3.3%) is substantially lower than citywide (6.3%). Median income for all races is 24% higher than the median citywide. The most common occupation groups are professional specialty (27%); executive, administrative and managerial (21%); and administrative support (17%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land use as measured by total building area is residential (94%). Average property values are 10% higher than those citywide, with residential property values also 10% higher than residential citywide. The split between renters and owners is very similar to that citywide (68% rent, 32% own). The median rent (\$777) is 17% higher than the citywide median (\$662). Housing unit density (19.5 units per acre) is higher than density citywide (11.0 units per acre).

Business Patterns and Jobs: Economic Vitality

The Noe Valley/Upper Market District has 1.4% of total jobs citywide. Retail (39%), office (38%), and industrial (12%) establishments predominate. The sectors with the greatest number of employees are retail (44%), cultural/institutional (30%), and office (19%). Most employees fall into either the "other" race (16%) or white (67%) category. The Noe Valley/Upper Market District accounts for 1.11% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (71% of total district receipts) and office (16%) sectors. Average total gross receipts per establishment are 62% lower than the citywide average. Average total receipts per worker are 21% lower than the citywide average.

Noe Valley/Upper Market District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	37,328	5.16% of the citywide total
White	29,550	79.16%
African-American	1,079	2.89%
Asian/Pacific Islander	2,674	7.16%
Hispanic *	3,899	10.45%
Other	126	0.34%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	27,976	6.78% of the citywide total
White	24,285	86.81%
African-American	804	2.87%
Asian/Pacific Islander	1,814	6.48%
Hispanic Origin **	2,750	9.83%
Other	1,073	3.84%
District residents who work in the district	1,917	6.85%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	3.30% compared with the citywide rate of 6.3%
White	3.30%
African-American	7.10%
Asian/Pacific Islander	1.50%
Hispanic Origin **	4.10%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	19.88%
Some college, no degree	22.03%
Assoc. degree	5.91%
Bachelors	31.17%
Grad/Professional degree	21.01%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$41,327	123.69%
White	\$43,141	119.35%
African-American	\$33,661	154.01%
Asian/Pacific Islander	\$38,000	114.64%
Hispanic Origin **	\$29,875	99.47%
Other	\$27,234	91.84%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	27,056	100.00%
Executive, administrative & managerial	5,613	20.75%
Professional specialty	7,326	27.08%
Technician & related support	1,296	4.79%
Sales	3,375	12.47%
Administrative support	4,471	16.52%
Private Household	127	0.47%
Protective Service	267	0.99%
Service, excluding private & protective	2,424	8.96%
Farming, forestry, & fishing	139	0.51%
Precision production, craft & repair	1,040	3.84%
Machine operators, assemblers & inspectors	301	1.11%
Transportation & material moving	285	1.05%
Handlers, equipment cleaners, helpers & laborers	392	1.45%

Industry	All races	Percentage of Total
TOTAL	27,056	100.00%
Agriculture, forestry & fisheries	237	0.88%
Mining	50	0.18%
Construction	950	3.51%
Manufacturing, nondurable goods	1,215	4.49%
Manufacturing, durable goods	761	2.81%
Transportation	1,352	5.00%
Communications & public utilities	681	2.52%
Wholesale trade	1,103	4.08%
Retail trade	3,902	14.42%
FIRE	2,927	10.82%
Business and repair services	2,227	8.23%
Personal services	1,131	4.18%
Entertainment & rec services	679	2.51%
Health services	2,654	9.81%
Education services	2,070	7.65%
Other professional services	4,118	15.22%
Public administration	999	3.69%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area: 47.40 million square feet

3.64% of the citywide total

Total Open Space: 2 million square feet

0.92% of the citywide total open space

4.66% of the district's total gross land
 18.39% is the citywide ratio of total
 open space to total gross land

Land Use and Land Area, 1996:*(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	25,633	100.00%	19,317,635	100.00%
Office	54	0.21%	58,043	0.30%
Retail	854	3.33%	335,025	1.73%
Industrial	21	0.08%	14,561	0.08%
Cultural/Institutional	581	2.27%	30,569	0.16%
Hotel	35	0.13%	41,842	0.22%
Residential	19,178	74.82%	18,174,208	94.08%
Residential/Retail	549	2.14%	621,035	3.21%
Public, Vacant, & Other	4,362	17.01%	42,352	0.22%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$1,974,091,576	\$102	\$93
Office	\$9,205,040	\$159	\$106
Retail	\$47,354,292	\$141	\$97
Industrial	\$1,206,336	\$83	\$58
Cultural/Institutional	\$9,307,541	\$304	\$114
Hotel	\$4,283,992	\$102	\$106
Residential	\$1,839,067,570	\$101	\$92
Residential/Retail	\$63,666,805	\$103	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	1,453	7.01%	31,328	4.79%	\$22
Office	15	0.61%	\$96	0.06%	\$6
Retail	90	4.62%	\$6,573	7.10%	\$73
Industrial	0	0.00%	\$0	0.00%	N/A
Cult/Inst	16	3.17%	\$2,076	2.53%	\$130
Hotel	2	1.74%	\$0	0.00%	\$0
Residential	1,330	8.62%	\$22,583	8.05%	\$17
Completed	508	7.55%	\$2,856	3.66%	\$6

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	21,283	100.00%	6.48%
Occupied	20,174	94.79%	6.60%
Vacant	1,109	5.21%	4.85%
Owner-occupied	6,447	31.96%	6.11%
Renter-occupied	13,727	68.04%	6.86%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	21,283	6.48% of citywide total
Housing Units per Acre	19.50	11.00 is the citywide average
Persons per Housing Unit	1.80	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

Total Rent	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	13,719	100.00%	6.87%
Less than \$100	10	0.07%	1.26%
\$100 to \$199	251	1.83%	2.57%
\$200 to \$299	223	1.63%	2.29%
\$300 to \$399	607	4.42%	3.81%
\$400 to \$499	897	6.54%	3.95%
\$500 to \$599	1,586	11.56%	6.25%
\$600 to \$699	1,605	11.70%	6.35%
\$700 to \$749	1,179	8.59%	9.37%
\$750 to \$999	4,603	33.55%	10.02%
\$1,000 or more	2,591	18.89%	9.54%
No cash rent	167	1.22%	3.83%

Median Gross Rent \$777 compared with citywide median of \$622
(Including rent controlled units)

1989 Average Market Rate Rent by Sub-district:

Noe Valley \$916 compared with citywide average of \$819
 Upper Market \$934

(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent by Sub-district:

Noe Valley \$1,099 compared with citywide average of \$983
 Upper Market \$1,121

(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 4.47 Workers per thousand sq. feet of non-residential net land area
3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	1,424	100.00%	3.51%
Office	541	37.99%	3.45%
Retail	560	39.33%	3.83%
Industrial	174	12.22%	2.71%
Cult/Inst	141	9.90%	4.26%
Hotel	8	0.56%	1.51%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	5	12
Office	2	11
Retail	5	6
Industrial	2	17
Cult/Inst	15	26
Hotel	7	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Receipts Citywide
TOTAL	\$304,821	100.00%	1.11%
Office	\$49,208	16.14%	0.45%
Retail	\$215,447	70.68%	2.78%
Industrial	\$11,616	3.81%	0.19%
Cult/Inst	\$26,221	8.60%	1.71%
Hotel	\$2,329	0.76%	0.23%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$214	\$556	\$44	\$56
Office	\$91	\$702	\$38	\$63
Retail	\$385	\$532	\$71	\$84
Industrial	\$67	\$932	\$30	\$54
Cult/Inst	\$186	\$463	\$13	\$18
Hotel	\$291	\$1,912	\$40	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	6,904	100.00%	1.41%
Office	1,302	18.86%	0.75%
Retail	3,026	43.83%	3.26%
Industrial	391	5.66%	0.35%
Cult/Inst	2,094	30.33%	2.43%
Hotel	59	0.85%	0.25%
Government	N/A	N/A	N/A
Other	33	0.48%	2.34%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	9,942	1.75% of the citywide total
White	6,648	66.87%
African-American	522	5.25%
Hispanic *	1,169	11.76%
Other	1,603	16.12%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

14.

RICHMOND





RICHMOND

Population and Work Force: The People

Over 12% of San Francisco's total population lives in the Richmond District. These residents are mostly white (51%) or Asian/Pacific Islander (39%). A higher percentage of residents have earned a bachelor's or advanced degree (42%) than citywide (35%) while a lower percentage of residents have an education level of high school or less (33% compared to 40%). The unemployment rate (4.9%) is lower than citywide (6.3%). Median income for all groups is 10% higher than the median citywide, with Asian/Pacific Islanders earning 15% more than that group citywide. The most common occupation groups are professional specialty (21%); executive, administrative and managerial (18%); and administrative support (18%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land use as measured by total building area is residential (87%). Average property values are 4% lower than those citywide, with residential property values also 4% lower than residential citywide. The split between renters and owners is very similar to that citywide (67% rent, 33% own). The median rent (\$747) is 13% higher than the citywide median (\$662). 1995 estimated market rate rents for the sub-districts vary greatly between Richmond (4% higher than the citywide average) and Presidio Heights and Sea Cliff (107% and 105% higher respectively). Housing unit density (9.3 units per acre) is lower than density citywide (11.0 units per acre).

Business Patterns and Jobs: Economic Vitality

The Richmond District has 4.0% of total jobs citywide. Retail (36%), office (33%), and industrial (16%) establishments predominate. The sectors with the greatest number of employees are cultural/institutional (47%), retail (28%), and office (17%). Most employees fall into either the "other" race (25%) or white (55%) category. The Richmond District accounts for 2.62% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (61% of total district receipts) and cultural/institutional (17%) sectors. Average total gross receipts per establishment are 62% lower than the citywide average. Average total receipts per worker are 34% lower than the citywide average.

Richmond District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	90,180	12.46% of the citywide total
White	45,942	50.94%
African-American	3,958	4.39%
Asian/Pacific Islander	35,610	39.49%
Hispanic **	4,226	4.69%
Other	444	0.49%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	50,568	12.26% of the citywide total
White	28,676	56.71%
African-American	1,912	3.78%
Asian/Pacific Islander	18,702	36.98%
Hispanic Origin **	2,696	5.33%
Other	1,278	2.53%
District residents who work in the district	7,596	15.02%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	4.90% compared with the citywide rate of 6.3%
White	4.80%
African-American	8.70%
Asian/Pacific Islander	4.80%
Hispanic Origin **	7.80%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	32.82%
Some college, no degree	17.62%
Assoc. degree	7.11%
Bachelors	26.44%
Grad/Professional degree	16.01%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$36,891	110.41%
White	\$38,024	105.20%
African-American	\$30,641	140.19%
Asian/Pacific Islander	\$37,988	114.61%
Hispanic Origin **	\$32,259	107.41%
Other	\$31,051	104.71%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:
(Universe: District residents, 16 and over)

Occupations	All races	Percentage of Total
TOTAL	48,072	100.00%
Executive, administrative & managerial	8,756	18.21%
Professional specialty	9,930	20.66%
Technician & related support	2,122	4.41%
Sales	6,567	13.66%
Administrative support	8,887	18.49%
Private Household	452	0.94%
Protective Service	446	0.93%
Service, excluding private & protective	4,880	10.15%
Farming, forestry, & fishing	159	0.33%
Precision production, craft & repair	2,495	5.19%
Machine operators, assemblers & inspectors	1,478	3.07%
Transportation & material moving	1,009	2.10%
Handlers, equipment cleaners, helpers & laborers	891	1.85%
Industry	All races	Percentage of Total
TOTAL	48,072	100.00%
Agriculture, forestry & fisheries	190	0.40%
Mining	112	0.23%
Construction	1,888	3.93%
Manufacturing, nondurable goods	2,587	5.38%
Manufacturing, durable goods	1,412	2.94%
Transportation	2,595	5.40%
Communications & public utilities	1,001	2.08%
Wholesale trade	1,798	3.74%
Retail trade	8,433	17.54%
FIRE	5,536	11.52%
Business and repair services	2,893	6.02%
Personal services	2,326	4.84%
Entertainment & rec services	903	1.88%
Health services	5,048	10.50%
Education services	3,084	6.42%
Other professional services	6,211	12.92%
Public administration	2,055	4.27%

Land Use, Construction, Housing Costs and Density:

Land Use, 1996:

(Universe: District)

Total Gross Land Area:	181.22 million square feet	13.92% of the citywide total
Total Open Space:	57 million square feet	23.95% of the citywide total open space
(This includes all of the Presidio since it falls within the Richmond zip code)		31.58% of the district's total gross land
		18.39% is the citywide ratio of total open space to total gross land

Land Use and Land Area, 1996:

(Universe: District)

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	62,432	100.00%	52,455,935	100.00%
Office	931	1.49%	1,066,357	2.03%
Retail	2,152	3.45%	1,859,554	3.54%
Industrial	39	0.06%	100,245	0.19%
Cultural/Institutional	3,090	4.95%	1,871,027	3.57%
Hotel	13	0.02%	19,686	0.04%
Residential	47,074	75.40%	45,739,655	87.20%
Residential/Office	18	0.03%	5,079	0.01%
Residential/Retail	1,139	1.82%	1,746,967	3.33%
Public, Vacant, & Other	7,977	12.78%	47,365	0.09%

Property Values - in 1996 dollars:

(Universe: District)

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$4,677,622,725	\$89	\$93
Office	\$68,068,694	\$64	\$106
Retail	\$197,634,635	\$106	\$97
Industrial	\$4,697,827	\$47	\$58
Cultural/Institutional	\$192,793,997	\$103	\$114
Hotel	\$1,508,512	\$77	\$106
Residential	\$4,078,311,128	\$89	\$92
Residential/Office	\$736,253	\$145	\$19
Residential/Retail	\$133,871,679	\$77	\$86

Construction Activity - all costs in thousands of 1995 dollars:

(Universe: Building permit applications filed in 1995)

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	2,308	11.14%	\$43,081	6.58%	\$19
Office	47	1.91%	\$4,526	2.82%	\$96
Retail	128	6.57%	\$2,930	3.17%	\$23
Industrial	9	3.64%	\$314	2.30%	\$35
Cult/Inst	55	10.91%	\$9,899	12.08%	\$180
Hotel	0	0.00%	\$0	0.00%	\$0
Residential	2,069	13.41%	\$25,413	9.05%	\$12
Other	0	0.00%	\$0	0.00%	\$0
Completed	680	10.11%	\$6,690	8.57%	\$10

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	38,708	100.00%	11.78%
Occupied	36,599	94.55%	11.98%
Vacant	2,109	5.45%	9.21%
Owner-occupied	12,232	33.42%	11.59%
Renter-occupied	24,367	66.58%	12.18%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	38,751	11.80%	of citywide total
Housing Units per Acre	9.30	11.00	is the citywide average
Persons per Housing Unit	2.30	2.20	is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	24,347	100.00%	12.20%
Less than \$100	6	0.02%	0.76%
\$100 to \$199	277	1.14%	2.84%
\$200 to \$299	423	1.74%	4.35%
\$300 to \$399	1,017	4.18%	6.38%
\$400 to \$499	2,229	9.16%	9.82%
\$500 to \$599	2,844	11.68%	11.20%
\$600 to \$699	3,486	14.32%	13.80%
\$700 to \$749	1,977	8.12%	15.72%
\$750 to \$999	7,384	30.33%	16.07%
\$1,000 or more	3,402	13.97%	12.53%
No cash rent	1,302	5.35%	29.89%

Median Gross Rent \$747 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent by Sub-district:

Richmond	\$852	compared with citywide average of \$819
Presidio Heights	\$1,694	
Sea Cliff	\$1,678	

(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent by Sub-district:

Richmond	\$1,022	compared with citywide average of \$983
Presidio Heights	\$2,033	
Sea Cliff	\$2,014	

(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:

Worker Spatial

Density:

3.11 Workers per thousand sq. feet of non-residential net land area
3.37 is the citywide average

Establishments, 1995:

(Universe: District establishments)

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	3,361	100.00%	8.28%
Office	1,095	32.58%	6.98%
Retail	1,223	36.39%	8.36%
Industrial	544	16.19%	8.48%
Cult/Inst	491	14.61%	14.83%
Hotel	8	0.24%	1.51%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	6	12
Office	3	11
Retail	4	6
Industrial	2	17
Cult/Inst	19	26
Hotel	7	43

Gross Receipts - in thousands of 1995 dollars:

(Universe: District establishments)

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Receipts Citywide
TOTAL	\$716,520	100.00%	2.62%
Office	\$90,124	12.58%	0.82%
Retail	\$434,593	60.65%	5.60%
Industrial	\$70,545	9.85%	1.17%
Cult/Inst	\$119,404	16.66%	7.79%
Hotel	\$1,854	0.26%	0.18%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$213	\$556	\$37	\$56
Office	\$82	\$702	\$27	\$63
Retail	\$355	\$532	\$79	\$84
Industrial	\$130	\$932	\$59	\$54
Cult/Inst	\$243	\$463	\$13	\$18
Hotel	\$232	\$1,912	\$31	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	19,345	100.00%	3.96%
Office	3,374	17.44%	1.94%
Retail	5,487	28.36%	5.91%
Industrial	1,199	6.20%	1.08%
Cult/Inst	9,138	47.24%	10.58%
Hotel	59	0.31%	0.26%
Government	N/A	N/A	N/A
Other	89	0.46%	6.31%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	34,414	6.07% of the citywide total
White	18,952	55.07%
African-American	3,275	9.52%
Hispanic *	3,589	10.43%
Other	8,598	24.98%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

15.

SUNSET





SUNSET

Population and Work Force: The People

About 7% of San Franciscans live in the Sunset District. These residents are mostly white (53%) and Asian/Pacific Islander (39%). The percentage of residents who have earned a bachelor's or advanced degree (38%) is slightly higher than citywide (35%), while the percentage with an education level of high school or less is lower (36% compared to 40%). The unemployment rate (4.9%) is lower than that citywide (6.3%). Median income for all groups is 10% higher than the median citywide, with Asian/Pacific Islanders earning 27% more than the median for that group citywide. The most common occupation groups are professional specialty (22%); administrative support (20%); and executive, administrative and managerial (15%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land use as measured by total building area is residential (91%). Average property values are 1% lower than those citywide, with residential property values also 1% lower than residential citywide. A higher percentage of residents in the Sunset District own their homes (45%) than do citywide (35%). The median rent (\$701) is 6% higher than the citywide median (\$662). Housing unit density (8.3 units per acre) is lower than density citywide (11.0 units per acre).

Business Patterns and Jobs: Economic Vitality

The Sunset District has 1.2% of total jobs citywide. Retail (37%), office (33%), and industrial (21%) establishments predominate. The sectors with the greatest number of employees are retail (38%), cultural/institutional (29%), and office (20%). Most employees fall into either the "other" race (23%) or white (60%) category. The Sunset District accounts for 1.06% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (63% of total district receipts), industrial (16%), and office (13%) sectors. Average total gross receipts per establishment are 72% lower than the citywide average. Average total receipts per worker are 38% lower than the citywide average.

Sunset District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	52,280	7.22% of the citywide total
White	27,545	52.69%
African-American	1,130	2.16%
Asian/Pacific Islander	20,464	39.14%
Hispanic *	2,948	5.64%
Other	193	0.37%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	30,485	7.39% of the citywide total
White	17,617	57.79%
African-American	843	2.77%
Asian/Pacific Islander	11,199	36.74%
Hispanic Origin **	1,583	5.19%
Other	826	2.71%
District residents who work in the district	2,092	6.86%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	4.90% compared with the citywide rate of 6.3%
White	4.80%
African-American	13.40%
Asian/Pacific Islander	4.00%
Hispanic Origin **	7.30%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	36.07%
Some college, no degree	18.52%
Assoc. degree	7.27%
Bachelors	23.97%
Grad/Professional degree	14.17%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$36,678	109.77%
White	\$35,250	97.52%
African-American	\$31,397	143.65%
Asian/Pacific Islander	\$41,961	126.59%
Hispanic Origin **	\$31,985	106.50%
Other	\$29,451	99.31%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	28,981	100.00%
Executive, administrative & managerial	4,273	14.74%
Professional specialty	6,292	21.71%
Technician & related support	1,459	5.03%
Sales	3,212	11.08%
Administrative support	5,817	20.07%
Private Household	224	0.77%
Protective Service	411	1.42%
Service, excluding private & protective	3,101	10.70%
Farming, forestry, & fishing	119	0.41%
Precision production, craft & repair	1,983	6.84%
Machine operators, assemblers & inspectors	999	3.45%
Transportation & material moving	523	1.80%
Handlers, equipment cleaners, helpers & laborers	568	1.96%
Industry	All races	Percentage of Total
TOTAL	28,981	100.00%
Agriculture, forestry & fisheries	115	0.40%
Mining	70	0.24%
Construction	1,340	4.62%
Manufacturing, nondurable goods	1,441	4.97%
Manufacturing, durable goods	864	2.98%
Transportation	1,317	4.54%
Communications & public utilities	691	2.38%
Wholesale trade	1,129	3.90%
Retail trade	4,741	16.36%
FIRE	2,889	9.97%
Business and repair services	1,751	6.04%
Personal services	1,373	4.74%
Entertainment & rec services	568	1.96%
Health services	3,461	11.94%
Education services	2,618	9.03%
Other professional services	3,213	11.09%
Public administration	1,400	4.83%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area: 114.31 million square feet

8.78% of the citywide total

Total Open Space: 44.67 million square feet

18.69% of the citywide total open space

*(This includes all of**Golden Gate Park since**it falls in the Sunset zip code)*

39.08% of the district's total gross land

18.39% is the citywide ratio of total
open space to total gross land**Land Use and Land Area, 1996:***(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	47,987	100.00%	27,450,385	100.00%
Office	122	0.25%	117,974	0.43%
Retail	978	2.04%	853,624	3.11%
Industrial	11	0.02%	1,535	0.01%
Cultural/Institutional	1,437	2.99%	277,427	1.01%
Hotel	26	0.05%	25,835	0.09%
Residential	35,834	74.67%	25,045,366	91.24%
Residential/Office	N/A	N/A	2,663	0.01%
Residential/Retail	765	1.59%	1,103,683	4.02%
Public, Vacant, & Other	8,815	18.37%	22,278	0.08%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$2,510,514,190	\$92	\$93
Office	\$18,541,387	\$157	\$106
Retail	\$92,420,928	\$108	\$97
Industrial	\$720,410	\$469	\$58
Cultural/Institutional	\$25,160,633	\$91	\$114
Hotel	\$2,980,076	\$115	\$106
Residential	\$2,280,724,043	\$91	\$92
Residential/Office	\$283,817	\$107	\$19
Residential/Retail	\$89,682,896	\$81	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	1,269	6.12%	\$14,296	2.18%	\$11
Office	13	0.53%	\$217	0.14%	\$17
Retail	79	4.05%	\$1,737	1.88%	\$22
Industrial	3	1.21%	\$74	0.54%	\$25
Cult/Inst	24	4.76%	\$2,753	3.36%	\$115
Hotel	0	0.00%	\$0	0.00%	N/A
Residential	1,149	7.44%	\$9,465	3.37%	\$8
Other	1	4.55%	\$50	30.67%	\$50
Completed	404	6.01%	\$2,790	3.57%	\$7

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	21,917	100.00%	6.67%
Occupied	20,977	95.71%	6.86%
Vacant	940	4.29%	4.11%
Owner-occupied	9,509	45.33%	9.01%
Renter-occupied	11,468	54.67%	5.73%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	21,917	6.67% of citywide total
Housing Units per Acre	8.30	11.00 is the citywide average
Persons per Housing Unit	2.40	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

Total Rent	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	11,468	100.00%	5.75%
Less than \$100	8	0.07%	1.01%
\$100 to \$199	49	0.43%	0.50%
\$200 to \$299	150	1.31%	1.54%
\$300 to \$399	494	4.31%	3.10%
\$400 to \$499	787	6.86%	3.47%
\$500 to \$599	1,323	11.54%	5.21%
\$600 to \$699	2,123	18.51%	8.41%
\$700 to \$749	914	7.97%	7.27%
\$750 to \$999	3,684	32.12%	8.02%
\$1,000 or more	1,782	15.54%	6.56%
No cash rent	154	1.34%	3.54%

Median Gross Rent \$701 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent \$865 compared with citywide average of \$819
(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent \$1,038 compared with citywide average of \$983
(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 2.21 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	1,888	100.00%	4.65%
Office	627	33.21%	4.00%
Retail	694	36.76%	4.74%
Industrial	401	21.24%	6.25%
Cult/Inst	158	8.37%	4.77%
Hotel	8	0.42%	1.51%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	3	12
Office	2	11
Retail	3	6
Industrial	2	17
Cult/Inst	10	26
Hotel	6	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Receipts Citywide
TOTAL	\$290,059	100.00%	1.06%
Office	\$37,169	12.81%	0.34%
Retail	\$182,208	62.82%	2.35%
Industrial	\$45,758	15.78%	0.76%
Cult/Inst	\$23,557	8.12%	1.54%
Hotel	\$1,367	0.47%	0.13%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$154	\$556	\$51	\$56
Office	\$59	\$702	\$33	\$63
Retail	\$263	\$532	\$85	\$84
Industrial	\$114	\$932	\$67	\$54
Cult/Inst	\$149	\$463	\$14	\$18
Hotel	\$171	\$1,912	\$29	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	5,696	100.00%	1.17%
Office	1,127	19.78%	0.65%
Retail	2,148	37.71%	2.32%
Industrial	686	12.05%	0.62%
Cult/Inst	1,632	28.64%	1.89%
Hotel	47	0.83%	0.20%
Government	N/A	N/A	N/A
Other	56	0.98%	3.97%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	15,096	2.66% of the citywide total
White	8,989	59.55%
African-American	1,175	7.78%
Hispanic *	1,471	9.74%
Other	3,461	22.93%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

16.

PARKSIDE LAKESHORE



PARKSIDE/LAKESHORE

Population and Work Force: The People

Over 8% of San Francisco's total population lives in the Parkside/Lakeshore District. These residents are mostly white (48%) or Asian/Pacific Islander (37%). The percentage of those who earned a bachelor's or advanced degree (33%) is only slightly lower than citywide, while the percentage of those with an education level of high school or less is identical to that citywide. The unemployment rate (5.3%) is less than that citywide (6.3%). The median income for all groups is 20% higher than citywide, with Asian/Pacific Islanders earning 45% more than the median for that group citywide. The most common occupation groups are administrative support (21%); professional specialty (16%); and executive, administrative and managerial (16%).

Land Use, Construction, Housing Costs and Density: The Physical Environment

The most common land use as measured by total building area is residential (90%). Average property values are 25% higher than those citywide, with residential property values 18% higher and retail property values 124% higher than citywide. A substantially higher percentage of residents in the Parkside/Lakeshore District own their homes (59%) than do citywide (35%). The median rent (\$799) is 21% higher than the citywide median (\$662). Housing unit density (6.4 units per acre) is much lower than density citywide (11.0 units per acre).

Business Patterns and Jobs: Economic Vitality

Parkside/Lakeshore has 2.8% of total jobs citywide. Retail (34%), office (32%), and industrial (24%) establishments predominate. The sectors with the greatest number of employees are cultural/institutional (41%) and retail (40%). Most employees fall into either the "other" race (24%) or white (57%) category. The Parkside/Lakeshore District accounts for 1.67% of the total gross receipts of citywide establishments. Most of the revenue generated in this district comes from the retail (65% of total district receipts) and office (17%) sectors. Average total gross receipts per establishment are 55% lower than the citywide average. Average total receipts per worker are 39% lower than the citywide average.

Parkside/Lakeshore District Profile

Population and Work Force Characteristics:

Population, 1990:

(Universe: District residents)

TOTAL	60,848	8.40% of the citywide total
White	29,462	48.42%
African-American	4,822	7.92%
Asian/Pacific Islander	22,752	37.39%
Hispanic *	3,499	5.75%
Other	313	0.51%

Labor Force, 1990:

(Universe: District residents, 16 and over)

TOTAL	31,512	7.64% of the citywide total
White	15,952	50.62%
African-American	2,284	7.25%
Asian/Pacific Islander	12,610	40.02%
Hispanic Origin **	1,803	5.72%
Other	666	2.11%
District residents who work in the district	2,135	6.78%

Unemployment, 1990:

(Universe: District residents within each ethnicity, 16 and over)

TOTAL	5.30% compared with the citywide rate of 6.3%
White	5.10%
African-American	6.70%
Asian/Pacific Islander	5.30%
Hispanic Origin **	5.40%

Education, 1990:

(Universe: District residents, 25 and over)

High school or less	40.48%
Some college, no degree	19.16%
Assoc. degree	7.67%
Bachelors	21.82%
Grad/Professional degree	10.87%

Income - in 1990 dollars:

(Universe: District household income within each ethnicity)

	Median	Percentage of Each Ethnicity's Citywide Median
TOTAL	\$40,100	120.01%
White	\$37,704	104.31%
African-American	\$30,927	141.50%
Asian/Pacific Islander	\$48,112	145.15%
Hispanic Origin **	\$42,062	140.05%
Other	\$45,035	151.87%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

Residents' Occupation and Industry of Employment, 1990:*(Universe: District residents, 16 and over)*

Occupations	All races	Percentage of Total
TOTAL	29,847	100.00%
Executive, administrative & managerial	4,787	16.04%
Professional specialty	4,909	16.45%
Technician & related support	1,154	3.87%
Sales	3,658	12.26%
Administrative support	6,126	20.52%
Private Household	172	0.58%
Protective Service	505	1.69%
Service, excluding private & protective	3,565	11.94%
Farming, forestry, & fishing	87	0.29%
Precision production, craft & repair	2,291	7.68%
Machine operators, assemblers & inspectors	1,190	3.99%
Transportation & material moving	651	2.18%
Handlers, equipment cleaners, helpers & laborers	752	2.52%

Industry	All races	Percentage of Total
TOTAL	29,847	100.00%
Agriculture, forestry & fisheries	87	0.29%
Mining	70	0.23%
Construction	1,230	4.12%
Manufacturing, nondurable good	1,650	5.53%
Manufacturing, durable goods	1,069	3.58%
Transportation	1,781	5.97%
Communications & public utilities	936	3.14%
Wholesale trade	1,221	4.09%
Retail trade	5,311	17.79%
FIRE	3,318	11.12%
Business and repair services	1,594	5.34%
Personal services	1,600	5.36%
Entertainment & rec services	542	1.82%
Health services	2,552	8.55%
Education services	2,426	8.13%
Other professional services	2,778	9.31%
Public administration	1,682	5.64%

Land Use, Construction, Housing Costs and Density:**Land Use, 1996:***(Universe: District)*

Total Gross Land Area: 167.28 million square feet

12.85% of the citywide total

Total Open Space: 56 million square feet

23.43% of the citywide total open space

33.47% of the district's total gross land

18.39% is the citywide ratio of total
open space to total gross land**Land Use and Land Area, 1996:***(Universe: District)*

General Land Use	Total Net Land Area (thousands of sq. feet)	Percentage of Total Net Land Area	Total Building Area (sq. feet)	Percentage of Total Building Area
TOTAL	85,201	100.00%	27,680,181	100.00%
Office	233	0.27%	177,924	0.64%
Retail	3,014	3.54%	1,378,735	4.98%
Industrial	259	0.30%	74,243	0.27%
Cultural/Institutional	10,369	12.17%	480,764	1.74%
Hotel	66	0.08%	40,481	0.15%
Residential	53,283	62.54%	24,888,633	89.91%
Residential/Office	2	0.00%	4,970	0.02%
Residential/Retail	423	0.50%	505,211	1.83%
Public, Vacant, & Other	17,550	20.60%	129,220	0.47%

Property Values - in 1996 dollars:*(Universe: District)*

General Land Use	Total Assessed Value	Average Property Value per Sq Foot of Gross Building Area	Citywide Average
TOTAL	\$3,184,716,697	\$116	\$93
Office	\$17,009,583	\$96	\$106
Retail	\$299,255,871	\$217	\$97
Industrial	\$6,405,920	\$86	\$58
Cultural/Institutional	\$85,113,037	\$177	\$114
Hotel	\$5,302,415	\$131	\$106
Residential	\$2,718,112,138	\$109	\$92
Residential/Office	\$553,071	\$111	\$19
Residential/Retail	\$52,964,662	\$105	\$86

Construction Activity - all costs in thousands of 1995 dollars:*(Universe: Building permit applications filed in 1995)*

Land Use	Total	Percentage of Citywide Land Use	Total Costs	Percentage of Citywide Land Use Costs	Average Cost of Building Permit Applications
TOTAL	1,645	7.94%	\$15,110	2.31%	\$9
Office	11	0.45%	\$502	0.31%	\$46
Retail	80	4.10%	\$2,175	2.35%	\$27
Industrial	4	1.62%	\$177	1.30%	\$44
Cult/Inst	28	5.56%	\$605	0.74%	\$22
Hotel	0	0.00%	\$0	0.00%	N/A
Residential	1,521	9.85%	\$11,401	4.06%	\$7
Other	1	4.55%	\$250	153.37%	\$250
Completed	577	8.58%	\$3,852	4.94%	\$7

Housing, 1990:*(Universe: District Housing Units)*

	Number of Units	Percentage District wide	Percentage Citywide
TOTAL	24,344	100.00%	7.41%
Occupied	23,203	95.31%	7.59%
Vacant	1,141	4.69%	4.99%
Owner-occupied	13,615	58.68%	12.90%
Renter-occupied	9,588	41.32%	4.79%

Housing Density, 1990:*(Universe: District residents)*

Housing Units	24,345	7.41% of citywide total
Housing Units per Acre	6.40	11.00 is the citywide average
Persons per Housing Unit	2.50	2.20 is the citywide average

Rental Costs - in 1990 dollars:*(Universe: Specified renter-occupied housing units)*

	Number of Units	Percentage District wide	Percentage Citywide
Total Rent			
TOTAL	9,501	100.00%	4.76%
Less than \$100	10	0.11%	1.26%
\$100 to \$199	28	0.29%	0.29%
\$200 to \$299	59	0.62%	0.61%
\$300 to \$399	142	1.49%	0.89%
\$400 to \$499	537	5.65%	2.37%
\$500 to \$599	921	9.69%	3.63%
\$600 to \$699	1,658	17.45%	6.56%
\$700 to \$749	750	7.89%	5.96%
\$750 to \$999	3,258	34.29%	7.09%
\$1,000 or more	1,938	20.40%	7.14%
No cash rent	200	2.11%	4.59%

Median Gross Rent \$799 compared with citywide median of \$662
(Including rent controlled units)

1989 Average Market Rate Rent by Sub-district:

Parkside \$872 compared with citywide average of \$819
 Lakeshore \$988

(This figure represents the average cost for units that were vacant at the time of this survey. It does not include rent controlled units.)

1995 Estimated Market Rate Rent by Sub-district:

Parkside \$1,046 compared with citywide average of \$983
 Lakeshore \$1,186

(It is estimated that two bedroom rental costs in San Francisco have risen by 20%, on average since 1989. This figure represents the estimated 1995 average cost, assuming that there has been an equal proportional increase across the city in building type and unit size.)

Business Patterns and Jobs:**Worker Spatial**

Density: 0.96 Workers per thousand sq. feet of non-residential net land area
 3.37 is the citywide average

Establishments, 1995:*(Universe: District establishments)*

Land Use	Total Number	Percentage of Total District Establishments	Percentage of Citywide Establishments
TOTAL	1,831	100.00%	4.51%
Office	586	32.00%	3.74%
Retail	621	33.92%	4.25%
Industrial	438	23.92%	6.83%
Cult/Inst	183	9.99%	5.53%
Hotel	3	0.16%	0.56%

Land Use	Average Number of Workers Per Establishment	Citywide Average Per Establishment
TOTAL	7	12
Office	2	11
Retail	9	6
Industrial	2	17
Cult/Inst	30	26
Hotel	13	43

Gross Receipts - in thousands of 1995 dollars:*(Universe: District establishments)*

Land Use	Total Receipts	Percentage of Total District Receipts	Percentage of Receipts Citywide
TOTAL	\$457,786	100.00%	1.67%
Office	\$78,388	17.12%	0.71%
Retail	\$298,573	65.22%	3.85%
Industrial	\$39,427	8.61%	0.65%
Cult/Inst	\$40,289	8.80%	2.63%
Hotel	\$1,109	0.24%	0.11%

Land Use	Average Receipts Per Establishment	Citywide Average	Average Receipts Per Worker	Citywide Average Per Worker
TOTAL	\$250	\$556	\$34	\$56
Office	\$134	\$702	\$57	\$63
Retail	\$481	\$532	\$55	\$84
Industrial	\$90	\$932	\$38	\$54
Cult/Inst	\$220	\$463	\$7	\$18
Hotel	\$370	\$1,912	\$27	\$44

Employment by Land Use, 1993:*(Universe: Payroll Workers 16 and over)*

Land Use	Total Number	Percentage of Total District Jobs	Percentage of Citywide Jobs
TOTAL	13,443	100.00%	2.75%
Office	1,381	10.27%	0.79%
Retail	5,429	40.38%	5.85%
Industrial	1,044	7.76%	0.94%
Cult/Inst	5,505	40.95%	6.38%
Hotel	40	0.30%	0.18%
Government	N/A	N/A	N/A
Other	45	0.33%	3.19%

Jobs by Race, 1990:*(Universe: District jobs, 16 and over)*

TOTAL	16,635	2.93% of the citywide total
White	9,483	57.01%
African-American	1,482	8.91%
Hispanic *	1,710	10.28%
Other	3,960	23.81%

* Hispanic is considered as a distinct racial category

** People of Hispanic-Origin are also included in all other racial categories

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Planning Commission

Susan Lowenberg, President
Hector Chinchilla, Vice President
Esther Marks
Lawrence B. Martin
Beverly Mills
Dennis A. Antenore
Cynthia Joe

Planning Department

Gerald Green, Planning Director
Amit Ghosh, Chief of Comprehensive Planning
Inge Horton, Senior Planner

Project Manager:	Miriam Chion
Project Team:	Rachel Goldberg, Michele Montoya, Lois Scott, Catherine Bauman

Technical Support:	Scott Dowdee, Alton Chinn, Mickey Hillmon, Micheal Sanders Pamelia Maxwell
--------------------	--

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